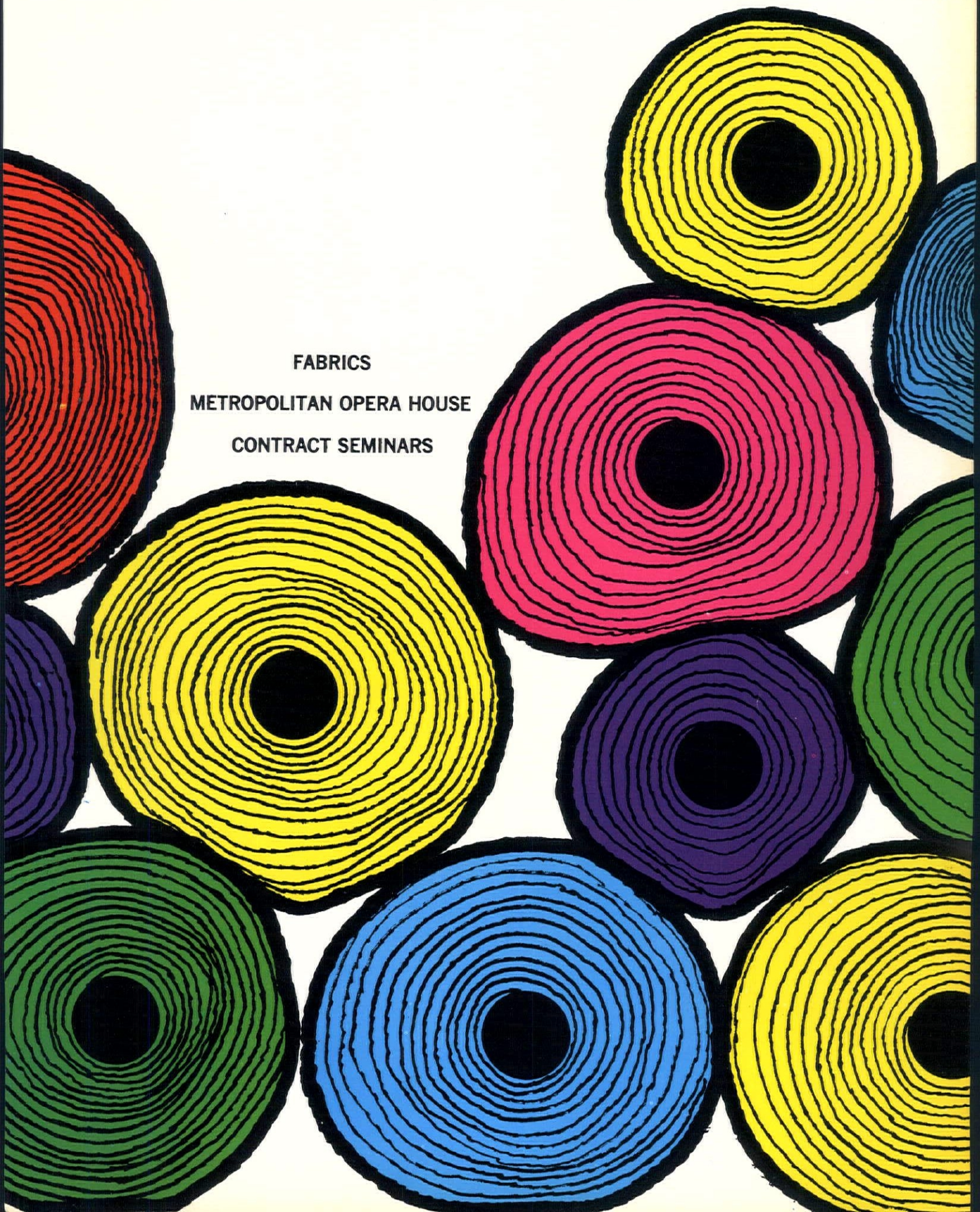
CONTRACT

E BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



FABRICS

METROPOLITAN OPERA HOUSE

CONTRACT SEMINARS



Restaurant floor: Kentile's newest solid vinyl tile—Moda Moresca. Individual 12″ x 12″ x ⅛″ tiles permit quick, easy installation and exceptional design flexibility. Comes in five classic colors. Easy to maintain. Greaseproof.

KENTILE
VINYL TILE
FLOORS

New Spanish elegance—Moda Moresca Solid Vinyl Tile

Looks like hand-crafted tile—costs far less! Moda Moresca is more comfortable, quieter underfoot. Lasts and lasts beautifully in both commercial and residential use. Call your Kentile® Representative.



The Attaché Collection

Drexel has been making home furniture for years and years.

Now we're in business!

Drexel takes to the office, with seven handsome collections of executive office furniture; furniture that's highly-styled in both modern and traditional designs. Each collection, of course, is constructed and finished in the famous Drexel manner. And each is in the medium price range.

For literature and the name of your nearest Drexel office furniture dealer, write Dept. L, Contract & Development Department, Drexel Enterprises, Inc., Drexel, North Carolina.

Then go see what Drexel has to offer the business world.



The Judicial Collection



The Triune Collection



The Legislative Collection



The Officers Collection



The American Banker Collection



The Congressional Collection

DE
DREXEL®
ENTERPRISES, INC
Drexel, North Carolina

Circle No. 1 on product information card



Dorado Beach Hotel — Dorado, Puerto Ric
Ann Hatfield Associates, New York — Design Consultan

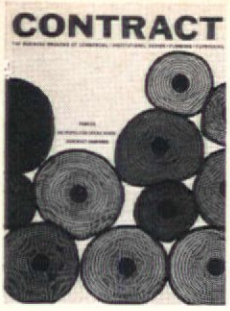
Tropitone At The Dorado Beach

When it comes to dining outdoors, nothing quite captures the casual spirit of the tropics like these Tropitone brunch chairs and tables. The cross-laced vinyl is bone white, the welded aluminum frames are finished in beige. Table tops are made of a special fiberglass material and are done in beige, too. Best of all, Tropitone is all-weather furniture. It's resistant to the sun's rays, salt spray, food and beverages. You clea it with soap suds, sponge, and a garden hose. As matter of fact, you can leave it out the year around. If you have poolside or patio dining areas or ar contemplating them, think about usin Tropitone. Ask us to send you our late catalog and contract price list. It ma well prove to be irresistible.

tropitone

Furniture Co. Incorporated. P. O. Box 3197
6030 General Tinker Ave. • Sarasota, Florida 33578

Circle No. 2 on product information card



The Cover

Fabrics of every imaginable variety, natural, synthetic, woven, and printed are discussed in this month's lead story, beginning on page 63. Cover by Bert Lester.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VII, No. 11 **NOVEMBER, 1966**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

63 FABRICS
BY IRVING LEOS

72 THE CONTRACT MARKET: PROBLEMS & PROSPECTS

80 THE NEW MET
BY LOUIS S. BING

86 WALL SYSTEM BY BREUER: WHITNEY MUSEUM

88 IBD DESIGNER SYMPOSIUM

92 GHK PRESCRIBES FOR STERLING DRUG

94 CONTRACT '67 PLANS PANELS

18 D. C. CURRENTLY: OUR WASHINGTON REPORT

23 CONTRACT BUSINESS: NOTES AND COMMENTS

30 NEW SHOWROOMS: HARTER CORP.

32 INTERCON I

40 PEOPLE

42 CONTRACT NEWS

48 CALENDAR

110 CONTRACT PRODUCTS AND SERVICES

130 CLASSIFIED ADVERTISEMENTS

132 ADVERTISERS' DIRECTORY

PUBLISHER
Ben H. Hellman

GENERAL MANAGER
Lawrence Gralla

ADVERTISING DIRECTOR
Milton Gralla

MANAGING EDITOR
Anne Fallucchi

ASSOCIATE EDITORS
Norma Skurka
Patrick J. Galvin

EDITORIAL CONTRIBUTORS
Marvin B. Affrime
Vilma Barr (Philadelphia)
Ash Gerecht (Washington)
Roland Wm. Jutras
Irving Leos
Lawrence Lerner
Robert Malone
Edith Siroto (Chicago)

BUSINESS MANAGER
Morton L. Silverman

RESEARCH DIRECTOR
Peggy Sholtz

PRODUCTION MANAGER
Ellin A. Delsener

CIRCULATION
Manuel Feris
Norma Jane Samuels

ADVERTISING REPRESENTATIVES

NEW YORK: **Frank Rizzo**, Eastern Manager; **Arnold Hoffman, Stanley Berman**, 7 E. 43 St., MUrray Hill 7-3344

CHICAGO: **Marshall D. Siegel**, Midwest Manager; **Ross A. Granston**, 6328 N. Cicero Ave., 736-3367

CLEVELAND: **Gene H. McCormick**, 3506 W. 145 St., 671-3355

WEST COAST: **Doyle Peck**, West Coast Manager, 9015 Wilshire Blvd., Beverly Hills, Calif. 274-1998

COMING IN CONTRACT

DECEMBER—Wallcoverings—an historical review by William Justema, plus a market report on new materials and styles available for commercial/institutional use.

JANUARY—Fifth Annual Directory Issue, with complete classified listings of products, services, and manufacturing sources in the contract furnishings field. The editorial section of the Directory Issue will be devoted to a series on How America Works, Dines, Travels, Banks, and Studies.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York 17, N.Y. Phone MUrray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; three years, $12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, $9.00 per year. All Canadian and foreign subscriptions, $15.00 per year. Single copy of this issue $1.00.

Contents fully restricted. Copyright 1966 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards.

SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.

BPA Member Business Publications Audit of Circulation, Inc.

The place:



The progressive
Hospital of the Good Samaritan Medical Center,
Los Angeles, California

The man:



Eugene Allen,
Allen Brothers,
Los Angeles, California

The carpets:



Bigelows.

For the admissions office area, Mr. Allen installed specially engineered Gropoint® Cushionlok wall-to-wall. 100% snag-proof wool, woven with copper wires to ground static electricity, it also carpets the hospital's public corridors, ramps and offices.

Why do people like Eugene Allen specify Bigelow? Because they know that for every hospital, hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

people who know buy Bigelow

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle.

Circle No. 3 on product information card

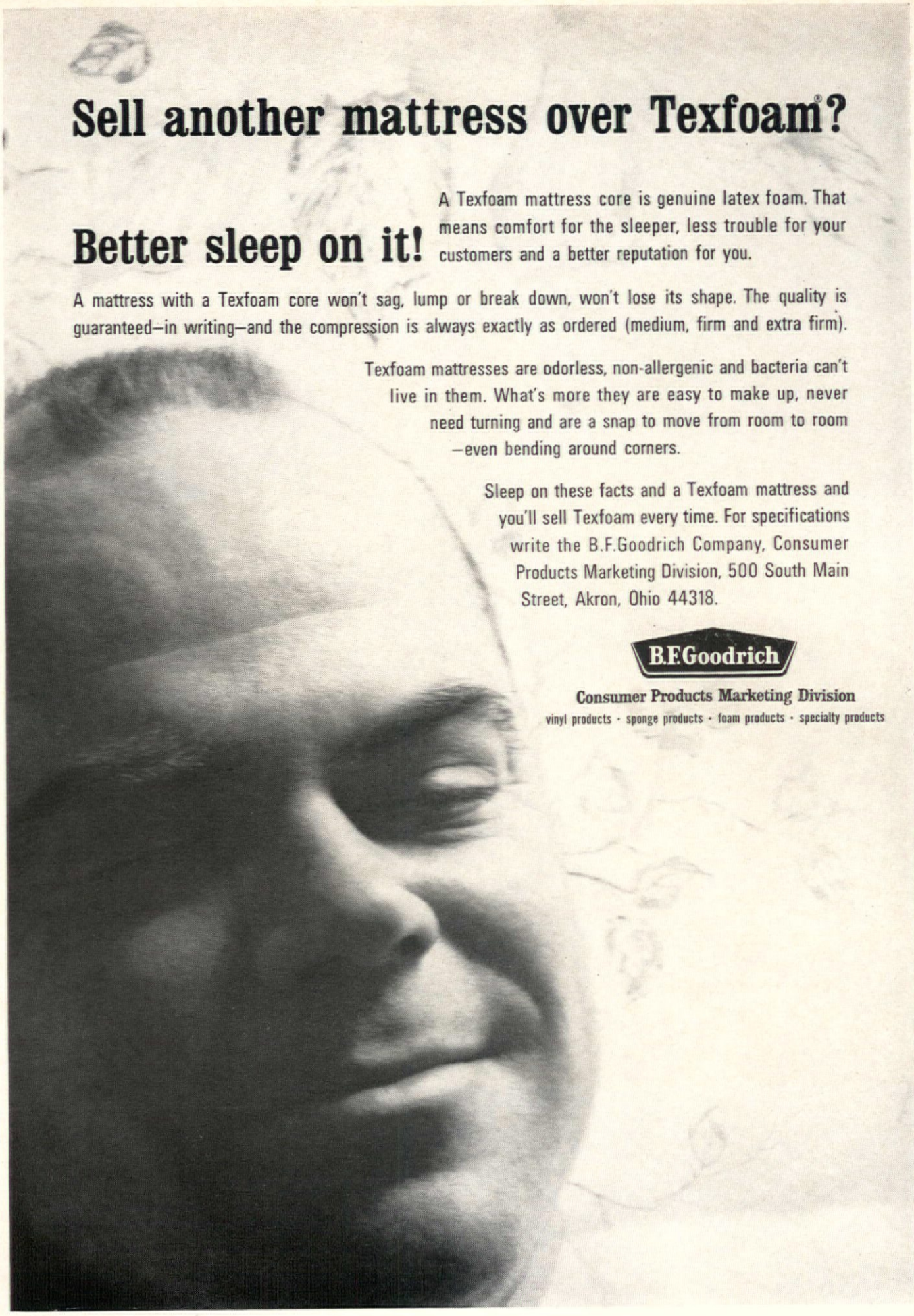


WE'VE RECREATED A MASTERPIECE

Michelangelo's Pitti Madonna. Circa 1504. A faithful reproduction of the original which hangs in the Bargello Museum in Florence, Italy. Just one of a totally eclectic collection of dimensional replicas cast from the originals in bronze, German silver, aluminum and special alloys. So very worthy of consideration for your next installation, professional or residential. Special commissions invited. Write us on your professional letterhead for our comprehensive catalogue of designs.

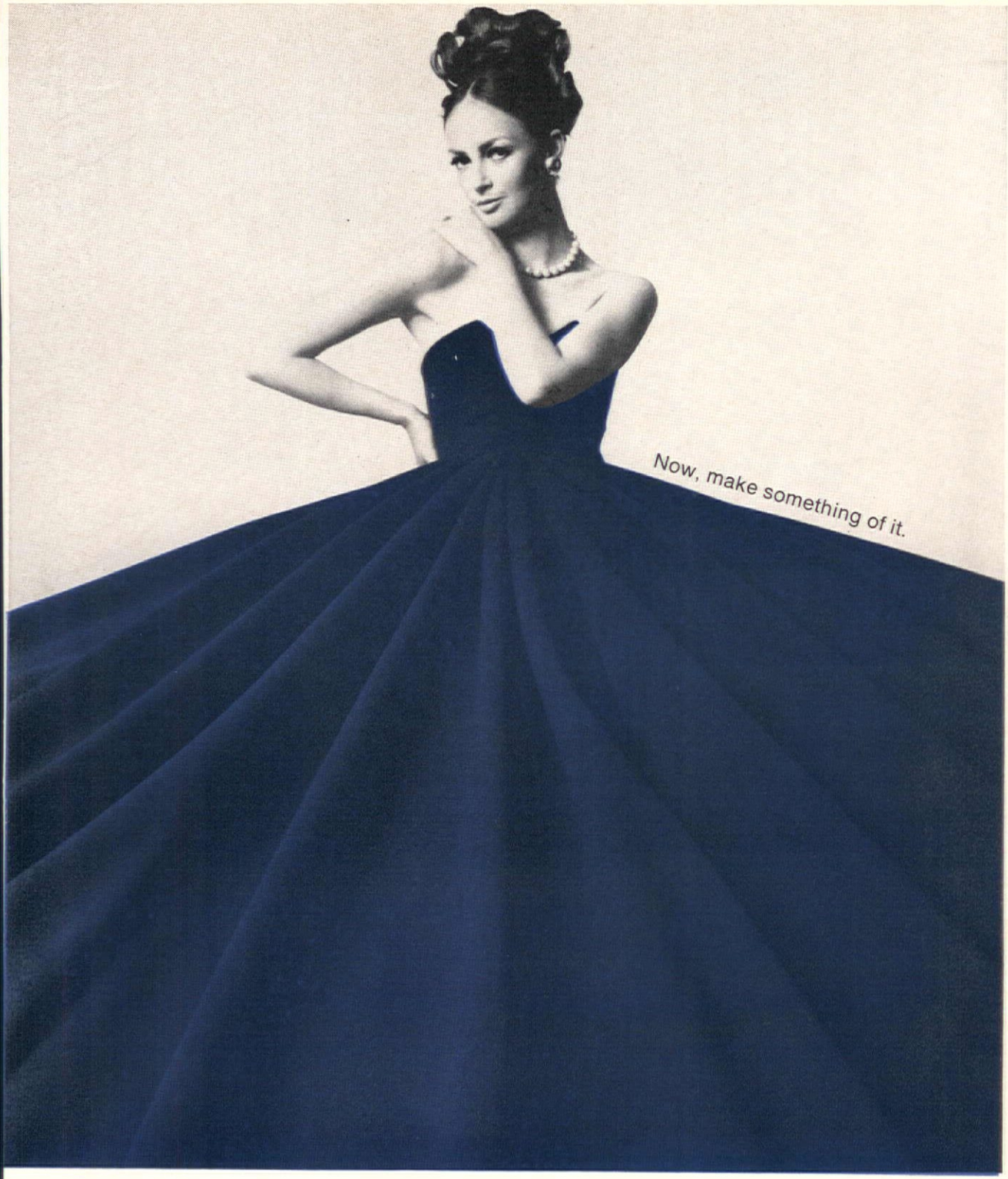


THE Art Foundry 845 THIRD AVENUE, NEW YORK, N.Y.



Circle No. 5 on product information card

This is Concept*: an incredible new vinyl fabric from Terson: Antron® nylon stabilized by expanded vinyl.



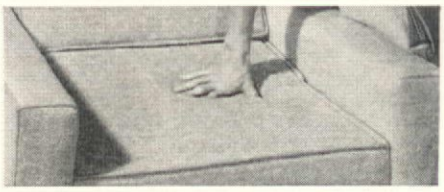
"Concept" is the most exciting breakthrough of the decade in upholstery fabrics. There's never been anything like it. Concept is not a flocked material, but a versatile knitted tricot fabric of DuPont Antron® nylon stabilized by durable Terson expanded vinyl. The result is a brand new material with the richness of velvet. Completely pliable. Remarkably durable. Concept adds vibrant excitement to any upholstery use. Concept won't pull or stretch, even after extended use. Spills just wipe away. And it's color fast, too! ■ Fourteen fashion colors. ■ Write right now for your complete color line . . . so you can feel for yourself the ultimate touch of Terson. ■ Athol Manufacturing, Butner, North Carolina. ■ *Athol Manufacturing, Div. of Emhart Corp., General Sales office: Butner, North Carolina. Sales offices: New York, Boston, Chicago, Detroit, St. Louis.*

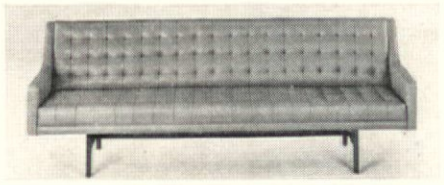
ADD THE TOUCH OF TERSON VINYL FABRICS

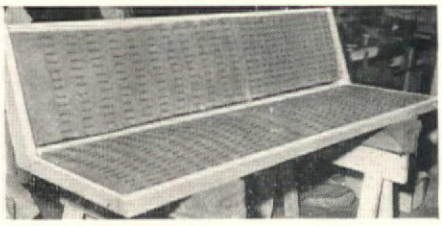
*Patent applied for
Reg. T.M. DuPont Corp.

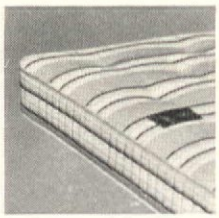
Circle No. 6 on product information card

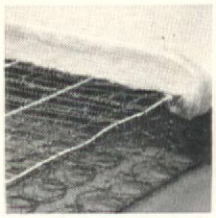
NO "Coil Feel" [ever!]











Perm-A-Lator Wire Insulators Prevent Customer Complaints. They're Stronger, Longer-lasting —Never Let Cushioning Cup Down Into Springs.

"Coil Feel" in furniture and mattresses can cause come-backs—customer dissatisfaction—can hurt your reputation. There is NO COIL FEEL with Perma-A-Lator Wire Insulators . . . never, ever! Padding can't cup into spring openings. Why take chances. Specify nationally advertised Perm-A-Lator Wire Insulators . . . for NO COIL FEEL.

Flex-o-lators, Inc.
Carthage, Mo.
Plants in Carthage, Mo., High Point, N. C.

Circle No. 7 on product information card

Circle No. 8 on product information card

RECIPE FOR RESTAURANT CARPETS & RUGS*



***also hotels, motels, offices, schools, stores... you name it.** This proved back-up team is the one to specify for every commercial and institutional carpet installation—the only carpet backing that brings you and your client all the benefits on the right. Be sure *both* backings in the carpet are Jute. Turn the carpet over to see the secondary backing. Then fold back the carpet to check the primary backing through the pile. If both are Jute, serve *au confidence*.

- Extra weight and "hand" to impress clients.
- Seaming virtually invisible, because Jute can take smaller seams.
- Tailorability—for better shaping on stairs.
- Body that keeps area rugs lying flat, not rippled.
- All-directional strength for power-stretching with full tension (makes re-stretching unnecessary).
- Dimensional stability that retains original coverage and shape, for lasting satisfaction.

JUTE CARPET BACKING COUNCIL, INC.

American Industries, Inc. • C. G. Trading Corp. • Hugh A. Chaplin Co., Inc. • City Trade & Industries, Ltd. • Delca International Corp. • A. De Swaan, Inc. • Robert F. Fitzpatrick & Co. • Gillespie & Co. of N.Y., Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer Co. • Pak-Am Inc. • Wm. E. Peck & Co. of N.Y., Inc. • R. L. Pritchard & Co. • Ralli Trading Co., Inc. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises, Inc.

JUTE

Presenting the Maslan

. . . that elegant something m



ALLEGRO

"Something new! Something different!" These are the twin cries that characterize Mrs. Consumer in the "Plus Society." And day after day, in store after store, she demonstrates her willingness to pay for what she wants. So the question becomes—are you one of those who's showing her what she wants? If not, then your competition is making fat, profitable sales that could go to you. And there's a note you ought to be dashing off to us right now . . . requesting samples.

Masland Duran®

WHERE BEAUTY IS MATERIAL

THE MASLAND DURALEATHER COMPANY, PHILADELPHIA 19134



CITATION



DAMSEL



ALLEGRO



TEMPO

uran "Designer Collection"

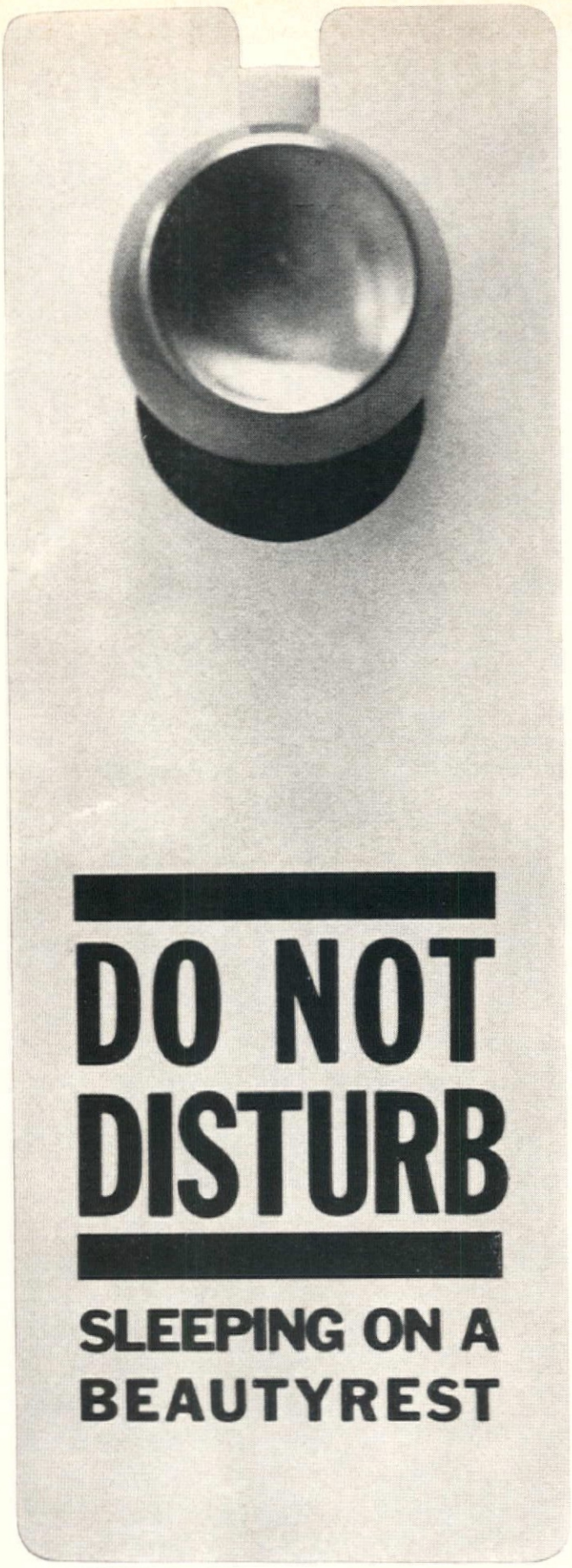
the affluent "Plus Society"



FESTIVAL



Circle No. 9 on product information card



Pamper your guests with Beautyrest mattresses

SIMMONS
CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL.

Don't miss Simmons in the 1967 Rooms of Tomorrow at the National Hotel-Motel Exposition

Circle No. 10 on product information card



Now, a totally new lateral file series designed to help you create more efficient, more attractive offices for your clients.

BROADSIDES by Steelcase

New Steelcase BROADSIDES have a lot going for them . . . and for you.

With BROADSIDES you can increase your clients' filing and record storage capacity because they fit along walls, corridors and many areas where conventional filing is impractical. And with 16 interior options that permit letter and legal filing in the same cabinet, BROADSIDES have a lower cost per filing inch than many other lateral files.

BROADSIDES simplify floor planning, too. One basic module — a spacious 42" wide, 18" deep — comes 2, 3, 4 and 5 openings high and accommodates roll-out shelves and/or drawers. There's also a 30" wide desk-height unit two openings high for use in "L" or credenza arrangements . . . and add-on cabinets which extend filing capacity without using additional floor space.

BROADSIDES fit neatly into your aesthetic concepts, too. They're completely compatible in design with all Steelcase's broad selection of contemporary desks, seating and vertical files and are available in any of 18 acrylic colors.

For complete details on BROADSIDES or any Steelcase office furniture, write Department K.

STEELCASE INC

Grand Rapids, Mich.; Los Angeles Calif.; Canadian Steelcase Co., Ltd., Ont.

Offices and showrooms: New York • Chicago • Los Angeles • Atlanta • Dallas Grand Rapids • St. Louis • Philadelphia • Portland, Ore. • Ontario • Quebec

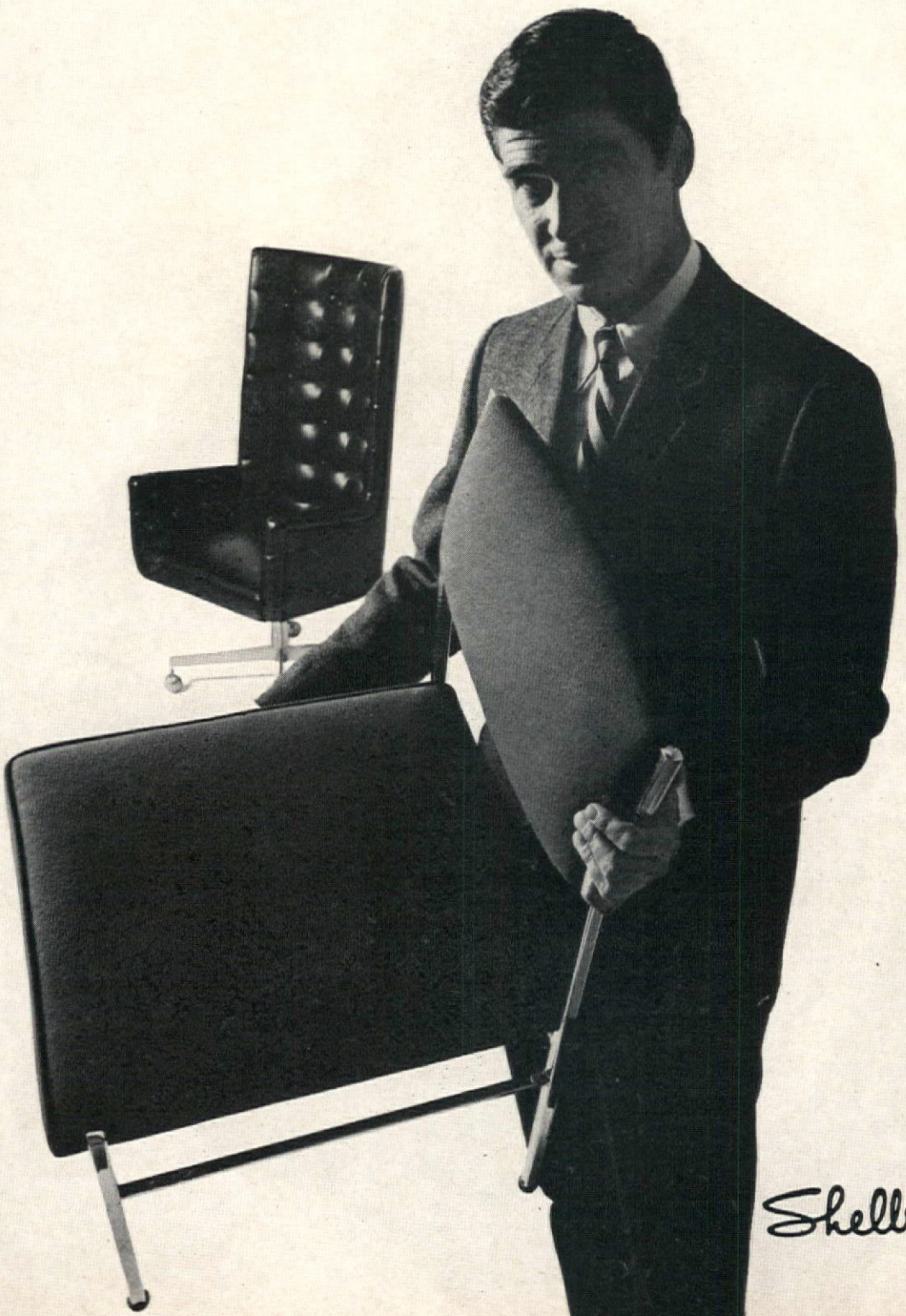
Circle No. 11 on product information card

Good design is vital. It creates the mood . . . sets the pace. It can make a dull room come alive . . . make a good job outstanding. There is never any substitute for good design . . . for the designer or his client. You know it. Shelby Williams knows it, too.

That's why we've put together a staff of the most informed, creative and "enthusiastic" design people in the contract field. Their unique talents have produced hundreds of outstanding pieces that have since become standards in the contract field.

We're at our drawing boards now, waiting to go to work for you. Whether your job is an office, hotel, or restaurant, Shelby Williams offers you the greatest array of finely styled public seating ever assembled. If you're a design enthusiast, rely on Shelby Williams. We won't let you down.

if you're a design enthusiast

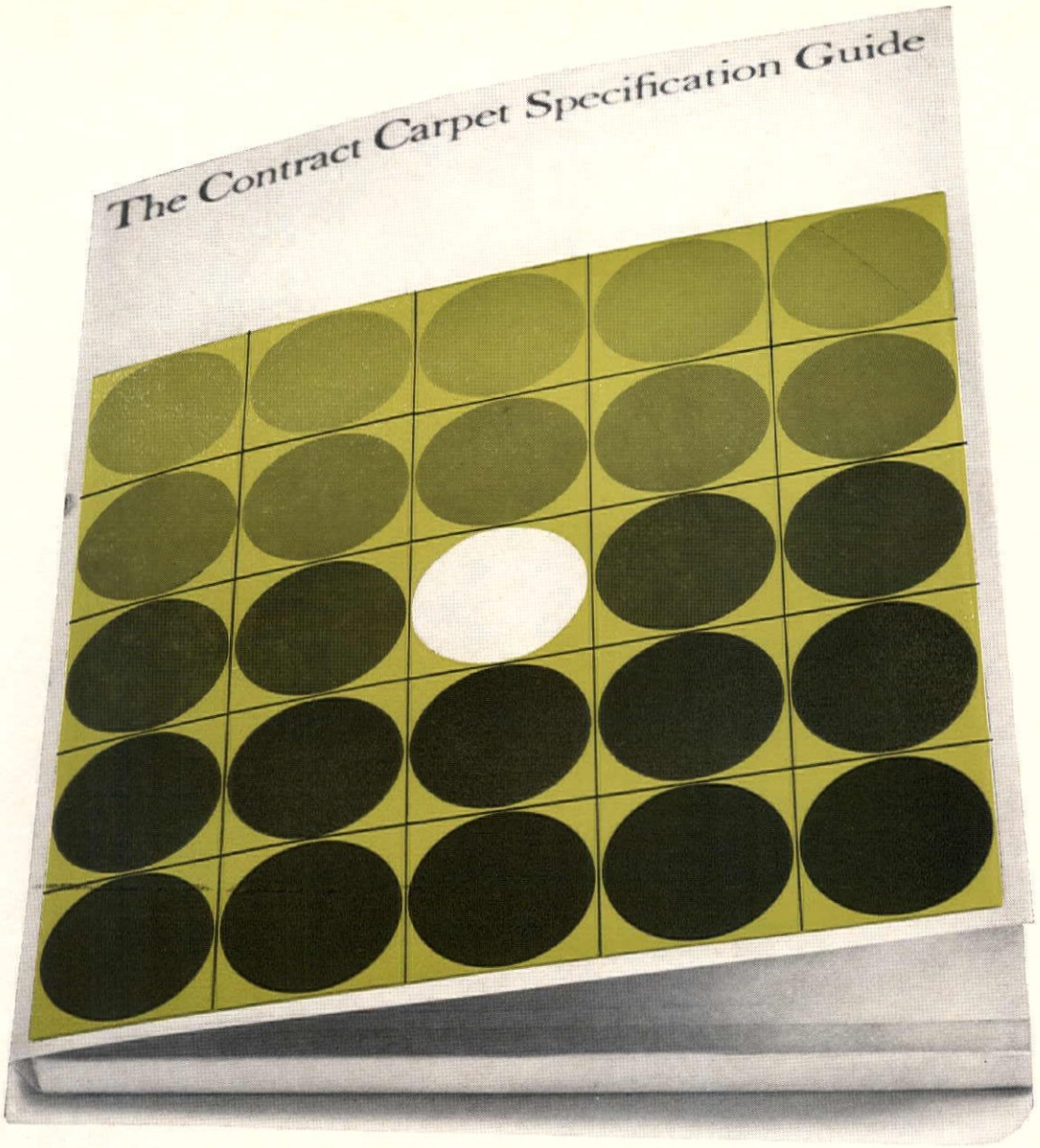


Shelby Willia

INDUSTRIES, INC.

Merchandise Mart, Chicago,

Manufacturing facilities from coast-to-coast • Morristown, Tenn. • Chicago, Ill. • Wichita, Kans. • Los



BALONEY-BUSTER

This Trend folder contains no flowery carpet words, no soft carpet sell.

It just gives you the straight scoop on contract carpet specifications like *pitch, gauge,* and *density*. It tells how they relate to the ultimate performance of the carpet. And explains why economic factors like tax depreciation may affect the type of carpet you specify. Naturally, we also include a few of our own carefully engineered specifications for your inspection.

Why do we want you to be fussy about specifications when a lot of other guys are just trying to sell you good-looking carpet? Because specification selling is what made us America's fifth largest carpet manufacturers in only five years.

When we get a chance to show you what we can deliver, and at what price, we almost always beat out the other guy. And if you think *that's* baloney just try us.

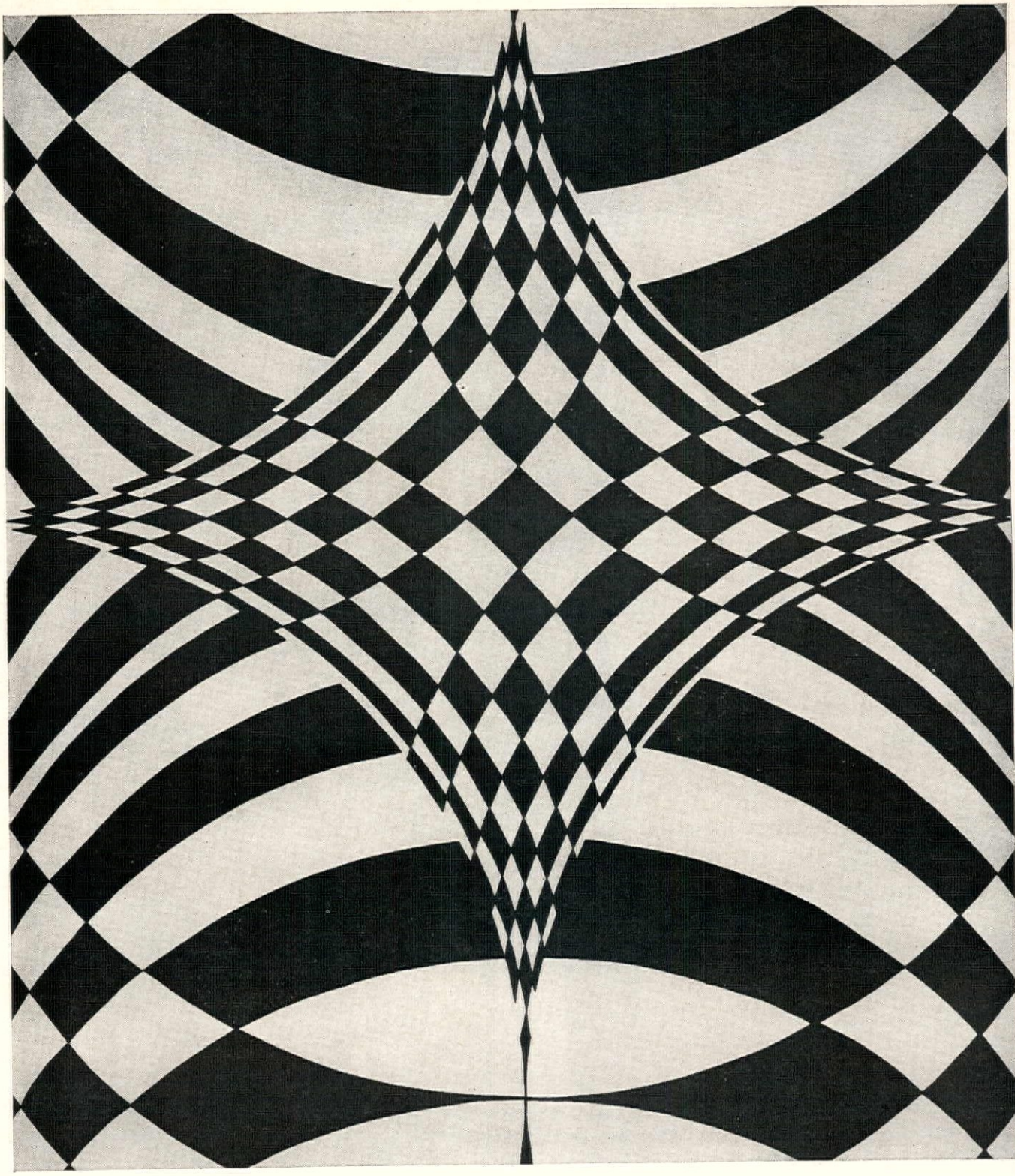
Trend Contract
DIV. OF TREND MILLS, INC.

Trend Contract C-4
295 Fifth Ave., New York, N. Y. 10016
Please send me
The Contract Carpet Specification Guide.

Name_____
Title_____
Company_____
Address_____
City_____
State_____ Zip Code_____

Circle No. 13 on product information card

← Circle No. 12 on product information card



BOUSSAC IS TRADITIONALLY MODERN!

Of course, for Boussac traditionally has been a leader in the development of new designs. The Boussac collection of over 128 designs represents one of the widest ranges of fabric designs available from traditional paisleys, stripes, damasks, florals to the newest. And Boussac designs are available in colorways from the simplest of black and white to complex twelve color printings. You will find just the right fabric for your client at the Boussac showroom near you.

BOUSSAC OF FRANCE, INC., DECORATION AND DESIGN BUILDING, 979 THIRD AVE., N.Y., N.Y. 10022. Tel. 421-0534

Chicago: Adornment's, Inc., 226 W. Kinzie Street ■ Dallas: Castlebury-Held, 2416 Maple Avenue ■ Los Angeles: Bob Mitchell Assoc., 8844 Beverly Blvd. ■ Miami: Robert A. Schoen Assoc., 108-112 N.E. 39th St. ■ Philadelphia: Joseph B. Croce, 1616 Walnut St. ■ San Francisco: Zuckerman Fabrics, Inc., 445 Jackson St.

Boussac of France, inc.

Circle No. 14 on product information card

Circle No. 15 on product information

World premier presentation of the products, people and concepts that are energizing the explosive growth of the contract interior furnishings industry

Intercon I

First International Contract Exposition & Congress

To be held in The Merchandise Mart & McCormick Place, Chicago

March 20, 21 & 22, 1967

INTERCON I will be both an exposition of the newest interior furnishings for commercial and institutional use and a productive congress for information and communication. At INTERCON I, architects, interior designers, contractors, dealers and purchasers can shop the greatest selection of contract furnishings ever assembled; and spend three mornings (select from as many as 50 sessions) in stimulating programs conducted by authoritative leaders from all parts of the world. Sessions are open to all registrants, without charge. Plan now to attend and participate in these opportunities for meaningful, professional intercommunication and inspiration.



INTERCON I is for you!
If you are involved in contract furnishings, and are responsive to world-influencing authorities in the aesthetics and practicalities of total environment, don't miss this total influence forum.

Mail this coupon today.

(Cable address: InterconEx, Chicago)

To: **INTERCON I,** 1060 The Merchandise Mart, Chicago, Illinois 60654, U.S.A.

I am interested in knowing more about INTERCON I; please send me the material I have checked below:

☐ **Exhibitor's Information Kit,** including information and prices on booths available. Also current list of participating exhibitors.

☐ All information regarding attendance at INTERCON I, including registration, programming and hotel reservations.

My name is _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Please check your Contract category, below:

☐ Architect ☐ Designer ☐ Manufacturer ☐ Supplier ☐ Contractor
☐ Purchaser ☐ Other: _____

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **New areas open to designers**
- **Specs on matting in-the-works**
- **Schmidt succeeds to GSA post**

The largest purchaser of contract furniture and furnishings continues at about the $100 million yearly level. That's the United States government. If anything, despite the ongoing Presidential directives for a holddown in this particular area of procurement, there are chances of some increases this fiscal year. The steady-to-upward outlook is based on various factors, say officials: Viet Nam has caused a lot of military business that could not have been anticipated two years ago; and the expansion of domestic governmental programs has also stimulated purchasing. While some Federal agencies have tightened on their requisitions, others involved in the Great Society programs have come onto the market. For evidence, you need only look around your city—if it's of any considerable size—for the evidence of the antipoverty offices that have sprouted in Negro neighborhoods and elsewhere.

Defense Department needs include not only demands for shipments overseas, but also for such burgeoning activities as stateside schools and training commands. These call both for general office furniture, and specialized school and other contract material. Household furniture volume, on the other hand, has remained relatively constant, with a continuing clampdown on new Defense family housing construction. The Department is putting the 8,500 units it deferred from its fiscal 1966 program under contract this fiscal year, but it asked for no more new family construction for fiscal 1967. This has caused grumbling among the Congressional committees reviewing the Department plans, but no serious effort to upset the schedule and force more construction than planned.

New opportunity for designers

A change in policy in the furnishing by General Services Administration of interior planning and design services may open a new area of work for more commercial interior designers. Until recently, the GSA interior design staff has worked for its clients—the Federal agencies calling it—for "free." New, it charges for its services—and the agencies are not required to accept its proposal. If the staff is overloaded, or the agency desires, the requests for consultancy may be referred to local designers.

Whatever design aid is obtained, the user agency may not buy furniture which is not government standard. however, without a specific waiver from GSA. Here is how the procedure works out, according to the regulations:

GSA's Federal Supply Service will supply advice and assistance on interior planning and design to interested agencies, and will provide for these services either directly or through commercial sources. The aid will cover: Selection of styles, colors, textures, construction, and finishes of furniture and furnishings. Determination of quantities and qualities of furniture and furnishings required. Practical standardization of types and styles of furniture and furnishings in accord with need and climate and other environmental conditions. Complete plans, drawings, layouts, color schemes, specifications, and cost estimates for services under this program.

When it makes this request, it will be up to the user agency to specify: The type of space in terms of its use. General preferences as to color, style, and the like of items. The amount of funds available. The date service is wanted. Rough floor plan of space being considered.

If GSA accepts the request, it will furnish its proposal for review and approval within 30 days. This will include the amount to be reimbursed GSA for its services. If the GSA proposal is acceptable, the work can go on.

New procurement plans

The General Services Administration is preparing specifications for entranceway-type matting, the walkoff-type of mat. At this time it does not know what the dollar volume of this item might be. It hopes to have specifications for a complete line of library furniture by December 30.

New GSA public buildings commissioner

The post as Commissioner of Public Buildings has gone from architect to engineer. Casper Hegner resigned the job, after 10 months, to return to Veterans Administration as Technical Assistant to the Assistant Administrator for Construction. When he was appointed he said he hoped to encourage the best possible designs for Federal buildings. When he left, the job was described as essentially management rather than architecture. He helped establish the Public Advisory Panel on Architectural Services, a 17-architect board to help improve the quality of Federal architecture.

William A. Schmidt, a career official who has been Deputy Commissioner since 1962, was named to the top post. He has had civil engineering training. His new deputy is Robert Foster Jr., who has been Associate Director of the Public Land Law Review Commission.

Washington potpourri

The House Judiciary Committee has approved a bill H.R. 16491, to regulate the vexatious problem of interstate taxation of business. If you are interested in this subject, write the Committee for its report H. Report 2013. The bill would limit a state's tax

(Continued on page 20)

Circle No. 16 on product information



The collapsible auditorium

Don Albinson's Stacking Chairs provide immediate seating. Anywhere. A single chair weighs nine pounds. Yet has withstood the equivalent of a six hundred pound man sitting on it fifty thousand times in succession. The seat and back are made of injection-molded textured plastic. They won't chip or nick. The frame is aluminum with a burnished finish. It can't rust or peel. An optional plastic interlocking device permits couplings that are simple, solid and squeek-free. Chairs are available in single, double or triple units. The multiple units enable you to set up an auditorium two and three times faster. This, in a nutshell, is what Don Albinson has done for stacking chairs. How does that stack up with your requirements? Knoll Associates, Inc., Furniture and Textiles, 320 Park Avenue, New York, New York 10022. Knoll International operates in 26 countries.



Circle No. 17 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 18

jurisdiction to firms that have an actual business location in a state, and would fix a formula for applying taxes. The bill would apply to businesses with under $1 million yearly average income. Further activity on the subject is expected in the next Congress.

Small Business Administration has discontinued the practice of making joint small business set-asides in Federal procurement. General Services Administration, as a result, goes ahead on its own. Its regional directors and procuring activities are "to the maximum extent feasible" to arrange for making its own small business set-asides, and provide the maximum aid and information to small business concerns.

If a Federal contract runs more than $1 million, there must now be a pre-award equal opportunity compliance review, to decide if the bidder and his subcontractors are able to comply with the provisions of the equal opportunity clause governing employment.

Federal on-the-job training programs offer opportunities for labor-short manufacturers in this field as well as others. Among recent projects approved under the Manpower Development & Training Act are: Selig Manufacturing Co., Monroe, La., 29 trainees for 52 weeks as apprentice-entry upholsterers, with $13,280 in MDTA funds. Diamond Brothers of Pennsylvania, Reading, 30 trainees, 18 weeks training as production upholsterers, $28,815 in MDTA funds.

A new Presidential memorandum directs Federal agencies to eliminate procurement of excessive quantities or of items being requested only to satisfy a desire for latest styles or designs. He also asks them to review pending procurement orders which have not been delivered, to review inventory levels, and to review equipment assigned within the agency.

The General Services Administration is to help in establishing new controls to prevent new items from entering the supply system unless they are essential, and by developing standards and requiring that standard items be used.

A defendant in a Federal Trade Commission case makes a flat rejoinder to charges of false practices in its installation of wall-to-wall carpeting. Delco Carpet Mills, Inc., Los Angeles, says that since it sells only in Southern California and installs only in that area, and all of its purchases are in the area, it is not engaged in interstate commerce and thus cannot have violated the FTC Act. Further, it says that since its name is its name, it has the right to use it, and this does not show any representation that it owns or operates mills or factories in which the textile products it sells are manufactured.

A national conference with a wide sweep of attendance has looked at the "Work Environment" as part of its theme, "Our People and Their Cities." The meeting, held here in Washington, came to no conclusions. **(C)**



This could change your thinking from the ground up!











Ozite® Town 'N' Terrace Carpet made with Vectra® fiber proved attractive and durable on walkways, balconies, patios, porches, in kitchens, hospitals, offices, restaurants . . . with over 10 million yards in use! Where would you use it?

Use your imagination! Ozite Town 'N' Terrace Carpet has passed the test of time, with over 3 years of use in thousands of installations across the country. Snow, rain and hail won't hurt it. Resists mildew and fading. Won't rot...ever. Amazing Vectra fiber resists staining from food and drink...like mustard, ketchup, tea and coffee. Even household chemicals like bleach, ammonia and peroxide wipe clean quickly.

Use Ozite Town 'N' Terrace Carpet in kitchens and restaurants to add comfort, reduce noise, cut dish breakage. Put it in recreation rooms and bathrooms to give warmth, end floor scrubbing and waxing. Use it in new dramatic ways outdoors...on patios, walkways, balconies. Starting to get ideas? Read about the technical advantages of Town 'N' Terrace on the back, then mail coupon for full details.

Good Housekeeping GUARANTEES REPLACEMENT OR REFUND TO CONSUMER IF PRODUCT OR PERFORMANCE DEFECTIVE

As advertised in LIFE magazine

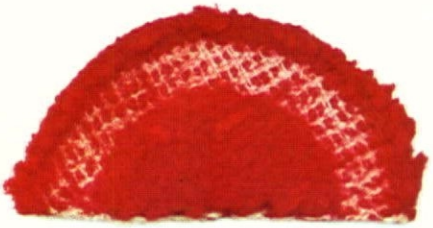
Available in 16 decorator colors

Ozite® TOWN 'N' TERRACE CARPET made with Vectra® OLEFIN FIBER

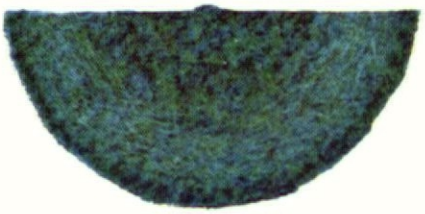
® Ozite is the exclusive trademark of the Ozite Corporation.

® Vectra is the registered trademark of the Vectra Company, a division of National Plastic Products Company, Inc., for its olefin fiber. Vectra makes fiber only, not carpets.

Tests prove the superiority of Ozite Town 'N' Terrace Carpet made with Vectra® fiber over floor covering costing twice as much!



3,000 revolutions of abrasion test have $11.95 retail acrylic carpet down to the backing!



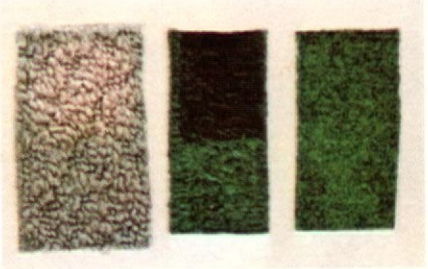
But, the abrasion wheel (Standard Taber Abraser), which can quickly spin off years of hard wear, barely makes a dent in new Ozite Town 'N' Terrace Carpet made with remarkable new Vectra polypropylene olefin fiber. Ozite's unique manufacturing method permits the use of staple fiber of higher tensile strength than normally used in regular carpeting.

Fadeometer Test



Wool
100 hours

Acrylic
160 hours



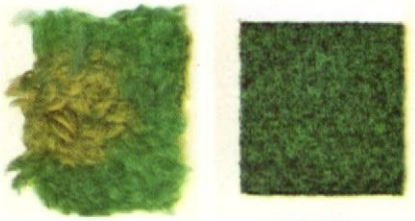
Nylon
100 hours

Polypropylene without stabilizers
216 hours

Polypropylene with stabilizers
Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays—and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance



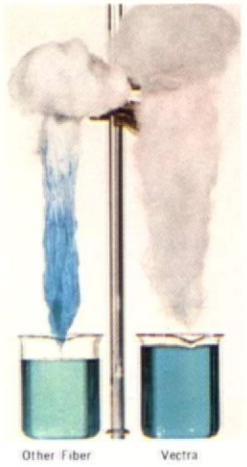
Wool

Polypropylene

Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Town 'N' Terrace Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself, won't shrink, rot, or mildew. And it's virtually non-static. Non-allergenic, too.

Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

A filament of Vectra reacts to water much like a solid glass rod. The water rolls right off. Vectra olefin fiber has zero (0%) moisture regain.



Other Fiber

Vectra

Easy to install. Cuts with scissors or knife. Lies flat. Doesn't curl. No binding of exposed edges necessary. Does not need carpet cushion, tacking, or professional installation. However, if desired, it may be installed the same as conventional carpet. It is recommended that in most instances Ozite carpet be installed without permanent or semi-permanent adherence. Where it is desirable to adhere the carpet, the following methods of installation are recommended. Double faced tape or Ozite AP 400 waterproof adhesive may be used both indoors and outdoors.

And it's a breeze to maintain! Can actually be hosed clean. Simple to patch. Because Vectra fiber is impervious to moisture it can either be scrubbed clean or vacuumed. It dries fast. And patching for cigarette burns (can happen to any carpet, you know) is easily done in minutes with a razor blade and leftover pieces—and it won't show!

Installation and maintenance manual available on request.

Every claim guaranteed by the Ozite Corporation.

Write today for full information.

OZITE CORPORATION
Department C
7-120 Merchandise Mart
Chicago, Illinois 60654

Please send me your 4-page color brochure with complete details on new Ozite "Town 'N' Terrace" Carpet, plus sample swatches of the carpet.

Name _____

Firm _____

Address _____

City _____

State _____ Zipcode _____

CONTRACT BUSINESS: NOTES & COMMENTS

N.Y. Coliseum expands show space

The gigantic New York Coliseum, ten years after its opening, has undergone a $2 million expansion program, adding nearly a half-acre of exhibition space. The additional display area is being provided on the fourth floor, which will also be installed with a 150-foot-long kitchen, one of the city's largest. Dining capacity is 5,000 persons, about twice the capacity of any banquet facilities now available in the city. With the additional 22,500 square feet of space, the exhibition hall will have a total of 323,000 square feet for displays. The second, third, and fourth floors in the four-story structure are U-shaped, with a 56-foot-deep center well rising from the second floor to exposed steel girders in the roof. The Coliseum has for the past decade been the site of numerous nationally important trade exhibitions. On November 7-10, it will house the National Hotel & Motel Exposition, previewed in this issue. CONTRACT '67, the all-industry show and convention sponsored by CONTRACT Magazine, will also be held at the Coliseum, April 25-27 of next year.

Bamberger's goes contract

Bamberger's is in the contract business, as of a recent announcement on the formation of its new Contract Interiors department. After offering a residential design service for approximately 50 years, the Newark, N.J., department store has opened a completely separate division to offer a design, furnishing, specifying, and financing package to corporate and institutional clients. The new Contract Interior division is just now organizing its new showrooms on the Bamberger premises that will be a display of its design talents through vignettes in crisp business-like settings. The staff of four designers is in the throes of expansion, though the policy in hiring is AID members only. Elliot Tiber, who has lectured at Hunter College of New York and other institutes, is the director of design for the 4-month old department, which boasts work in progress at a number of Jersey universities: the president's offices, business administration offices, and dean of students quarters at Fairleigh Dickinson; alumni lounge, student and graduate guest dorms at N.C.E.; plus several cocktail lounges and pubs in the area.

Stadia revival

Not since the Olympiad days of ancient Greece or the sacrifices of the Peruvian Incas have stadia been in such demand. No sooner had Atlanta architects Finch, Alexander, Barnes, Rothschild & Paschal (FaBRAP), in collaboration with Heery & Heery, completed the home of the Braves (CONTRACT, June 1966) when Cincinnati tagged the same team to duplicate the feat for its own Cincinnati Reds. With the schematic design concepts and budget study in the hands of the city, ground breaking for the new stadium is scheduled for the spring of 1967 with completion expected by August 1968. Estimated cost of the entire project, including extensive redevelopment of the Cincinnati riverfront is approximately $35 million. James H. Finch and George T. Heery (see cut)



review a scale model of the arena in its proposed setting, rimmed by the Ohio River on one side and metropolitan Cincinnati on the other. Denver, too, will not be stadium-less for long now that the architectural triumvirate Frank L. Hope & Associates of San Diego, and Denver-based firms James H. Johnson & Associates and Robert F. Linstedt have been chosen for the job. The Hope firm is responsible for the $27 million stadium now under construction in San Diego and for preliminary plans on (would you believe) a new stadium in Honolulu. Hope stated that it was too early to discuss design plans, but that the proposed Denver stadium would be multi-purpose, besides being the official home of the Broncs.

Products center opens in Florida

A Products Information Center has opened at Douglas Village, Coral Gables, Florida, to serve the architectural profession and building trades in the area. The Center, under the direction of Herbert R. Savage, AIA, is the second major development at Douglas Village. Earlier this year, the Galerie of Building Products was opened and now houses 55 exhibitors. A second phase was begun to double the amount of display space, which ultimately will reach its capacity of 200 permanent displays. The Center will service manufacturers by maintaining and mailing information to professionals, builders, and other qualified inquirers. For manufacturers' representatives and agents, the Center will provide desk space, secretarial and answering services. Mrs. Verna Sherman, former executive secretary of Florida Association of Architects, has been named manager.

Parvin/Dohrmann plans move to Robertson Square

Rising by leaps at 120 N. Robertson Boulevard in Los Angeles is a new building complex, Robertson Square, owned by giant contract furnisher Parvin/Dorhmann Co. and designed by architect William Pereira. The $5.3 million plaza, scheduled for occupancy mid-January 1967, will house the octopedan operations of Parvin/Dohrmann Co., and its flourishing subsidiaries, Albert Parvin Co., the design and contract arm, as well as its hotel, motel, restaurant, hospital divisions, and general offices. The complex will consist of a 10-story tower linked to a three-story extension, the latter to be occupied almost exclusively by Albert Parvin & Co., with other P/D corporate offices and facilities bringing the firm's occupancy of the complex to about 100,000 square feet, or one-half of the structure. The remaining space will be leased for showroom and office space to related trades.

Shades of Banquo in Xerox Square

Xerox Square, in Rochester, N.Y., will be visited by an Elizabethan apparition in the form of a complex of sunken restaurants overlooking a skating rink. The industrial complex

(*Continued on page 24*)

has been growing in Rochester since June 1965 for lessee Xerox Corp., which will locate its international headquarters in the soaring, 31-story office tower designed by architect Wilton Becket Associates. Linked to the square by stairway and elevators is Shakespeare, a feature dining attraction, counting largely for its noontime patronage on the 2,500 office workers in Xerox tower. As its name implies, Shakespeare will have a 16th Century British motif, complete with Elizabethan store fronts and a cobbled stone street. The Shakespeare dining complex is the brainchild of two young restaurateurs, Harvey Sibley and Ed Plenge, who visualize the establishment as a cluster of thematically related restaurants on several dining levels (see cut). At the northern end of the cobbled stone street is the main restaurant, running the full side of the 100-foot skating rink and raised at the mezzanine to permit diners to see over the heads of more fortunate diners seated at the windows. The platform can then double as needed for an entertainment stage. Neighboring is the octagon-shaped Globe Theater, featuring a thrust stage (turned bar for contemporary purposes) in the center, and fringed by high-backed, maximum privacy, dining booths. The southern end of the Shakespearean alley will lead to a lunch counter, named nostalgically, As

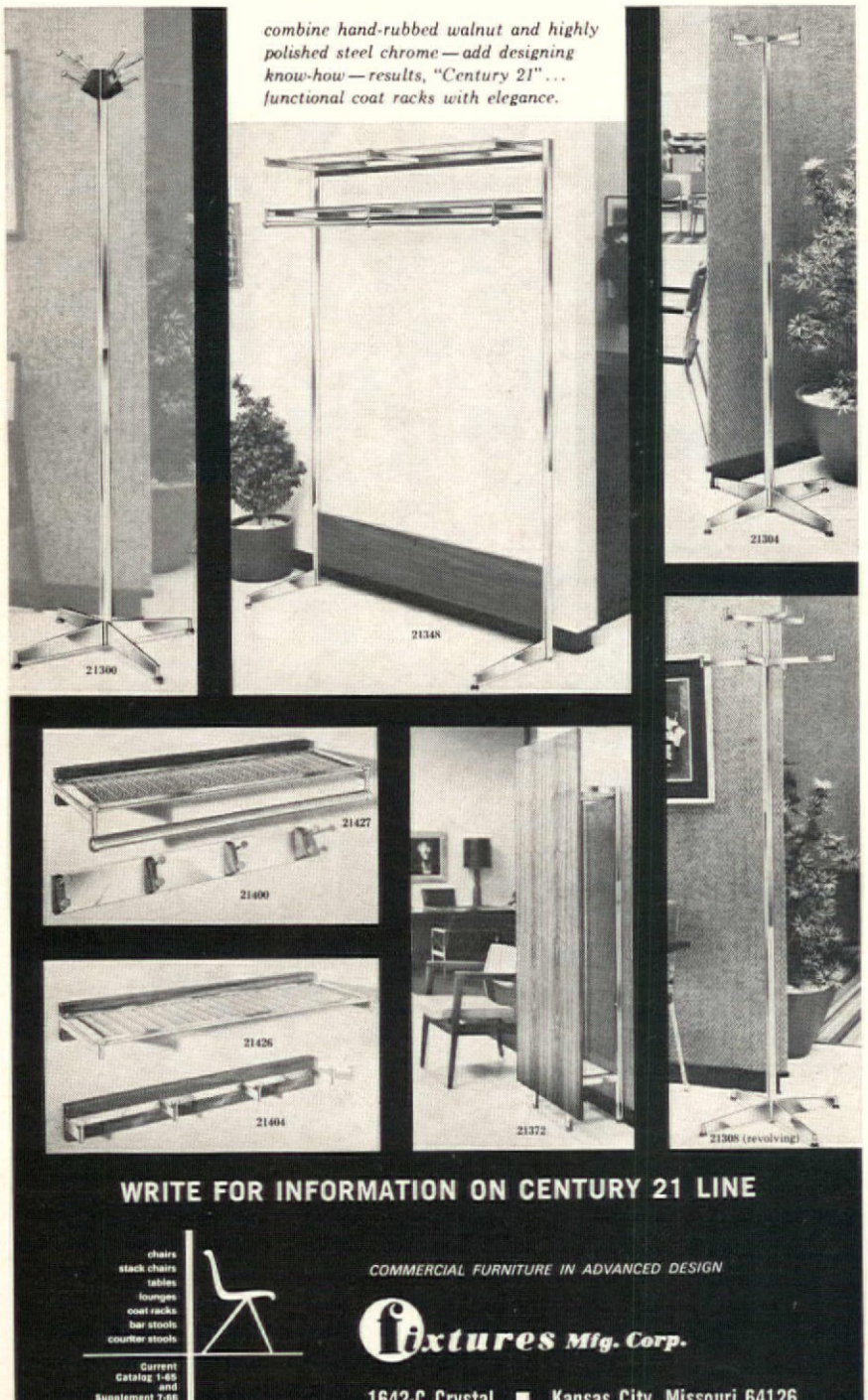


You Like It, seating 85 for luncheons and late afternoon snacks of English food and draft ale, served by waitresses garbed a lá Tom Jones in flouncy sleeves and bouncy skirts. Completing the facilities will be two banquet rooms called the Manuscript, and a specialty shop of imported canned and packaged foods, advertisement for which is a suckling pig roasting cozily in the window.

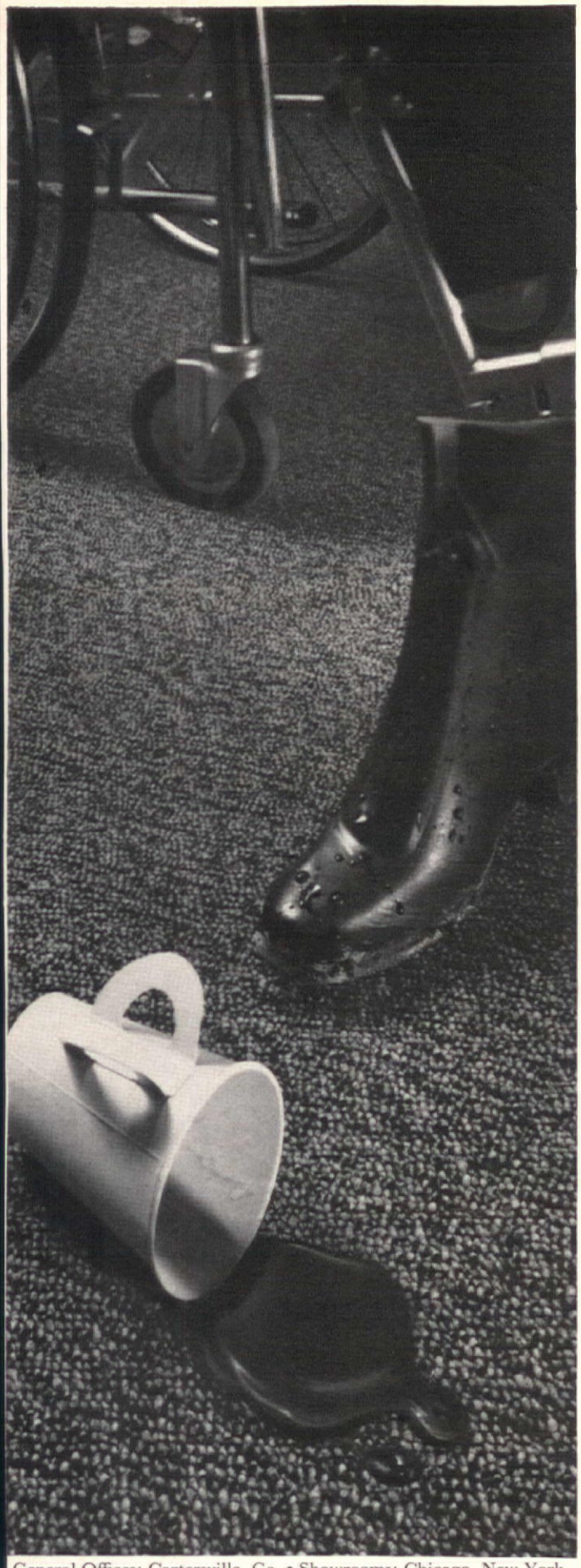
New assignments . . .

Wells M. Squier, Ft. Lauderdale, has received the contract for all public areas of a new $25 million hotel-apartment complex, Four Ambassadors, rising over Biscayne Bay in downtown Miami. The most challenging assignment of the project, which consists of four 20-story towers, is the enormous lobby—twice the size of a football field, to be called the International Promenade. . . . Shelton Ullman, Smith, & Streich, Inc., also Ft. Lauderdale-based, is putting the final touches on 100 guest rooms and main lobby of the refurbished Boca Raton Hotel and Club, a $300,000 project opening this month. . . . Dimensional Design, Beverly Hills, specialists in supermarket and store in

(Continued on page 26



Circle No. 19 on product information card



General Offices: Cartersville, Ga. • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas, Crawford & Thompson in Atlanta

*Registered trademark of Hercules Incorporated, Wilmington, Delaware, for its olefin fiber.

In contract carpets the choice is PHILADELPHIA

Example:

Eastland/Northport carpet with HERCULON® 100% OLEFIN PILE

...good choice where almost anything can happen—and does

For *almost* every commercial and institutional use: supermarkets, offices, schools, hospitals, motels, etc. Where there's heavy punishment: traffic, soiling, spillage. Where static is unwanted, economy important, easy maintenance a "must." That's where the tightly packed, nubby-loop pile of Philadelphia's *Eastland* (foam rubber backed) or *Northport* (secondary Jute backed) is engineered to serve. And serve. And serve. Ask our contract specialists about our complete offerings in commercial carpets of every proved fiber.

SEND FOR FREE SWATCH AND FOLDER

PHILADELPHIA Carpet Company

Contract Division

Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Yes, I'd like to see if these carpets are as tough as you say. Please send folder and swatch of:

☐ Eastland (foam rubber backing)
☐ Northport (same carpet, Jute secondary backing)

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____

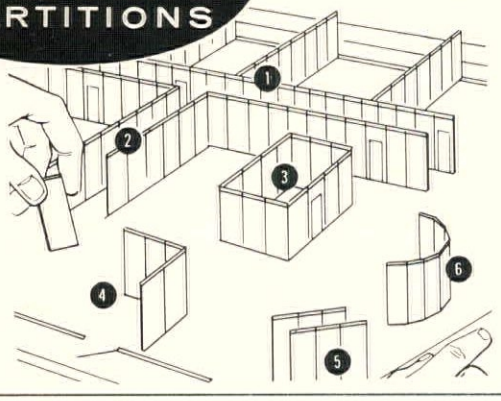
Circle No. 20 on product information card

teriors which along with Graphicus offers a complete design package through to trademarks and graphics, reports 27 new contracts acquired within the past month for markets and shops ranging across California. . . . Ray Lang, Inc., Atlanta, has been awarded the largest single commission in its 34-year history, that of the 800-room Regency Hyatt House now under construction in downtown Atlanta. The $20 million hotel will be furnished on a palatial scale, with private balconies, separate sleeping and conversation areas in the "budget" rooms. 500 of the 800 rooms will be Crown Rooms, with two beds, sofa, easy chairs, and game tables—all furniture custom designed by Lang. The remaining rooms will be even more luxurious; 50 will be two- to five-room suites, antique-furnished in varying decors: French, Oriental, and 18th Century Federal. Several suites will have fireplaces, carpeted baths, and carpeted balconies. Atlanta firm Edwards & Portman is architect for the Regency Hyatt which anticipates a spring '67 opening. . . . Henry End Associates, Miami and New York, will serve the Hotel Corp. of America as design consultants for both existing properties being rehabilitated and for several new hotels in London. The schedule includes New York's prestigious Plaza, New Orleans' Royal Orleans, Hotel Americana in Houston, Carlton Beach in Bermuda, and Balmoral in Nassau. Meanwhile, consulting projects with Marriott - Hot Shoppes continue with a new 500-room hotel at Chicago's O'Hare Field and a 450-room motor hotel in Houston. . . . Menell Associates, New York specialists in communications design, has been retained for the design and installation of visual presentation centers for AMF World Tobacco Group of Richmond, Va., A. T. & T. of New York, Shell Oil Co., Eastchester, N.Y., and the U.S. Naval Supply Systems Command, Wash., D.C. . . . Western Design Associates, division of Western Contract Furnishers, announced the addition of two convalescent homes, a retirement complex, and junior college, to its design schedule: the $750,000 Brookside Convalescent Hospital, San Mateo, Calif., to be done in serene Japanese manner with an inner courtyard; the 30-room Pacific Heights Convalescent Hospital in San Francisco; the block long Sequoias-San Francisco, a $500,000 retirement complex of 300 apartments, and social recreational, and shopping facilities; library, student center, administrative offices, and science buildings for Gavilan College in Gilroy, Calif. . . . Maxwell Co., Miami, is planning 65 units, coffee shop, convention hall, and lobby at the Sheraton Cape Colony Motel, Cocoa Beach, Fla. The $150,000 design, supply, and installation project is expected to be completed the end of the year. . . . Morton Textiles, Chicago, will design and furnish the interiors for an 140-unit apartment complex, Parkway Village, in suburban Los Angeles, a Ho Jo motor lodge in Springfield, Ill., and the Seven Springs ski lodge, Champion, Pa., the largest resort of its kind in the Poconos. **(C)**



MIND CHANGER'S DELIGHT . . .

Air Wall PATENTED PNEUMATIC PARTITIONS



LOOK what can be done with AIR WALL pneumatic partitions

(1) build temporary halls and rooms **where** and **when** they are needed . . . (2) use a double-run with an airspace between to separate "noisy" functions . . . (3) build a room within a room . . . ideal for dressing rooms, private caucus areas, etc. . . . (4) utilize panels as traffic guides near entrance doors or as privacy shields throughout the room . . . (5) set up a checkroom or ticket booth and . . . (6) set up a series of panels in a curved arrangement to provide a dramatic backdrop or focal point.

HUPP CORPORATION
AIRWALL DIVISION 8140 E. ROSECRANS AVE., PARAMOUNT, CALIF. 90724

• Write today for complete information and name of your local AIR WALL Sales Engineer.

AIR WALL'S . . . *provide unlimited design flexibility for meeting & dining rooms or educational and assembly areas.*

* **RETRACTABLE WHEELS:** A retractable wheel assembly has been designed and is now available for AIR WALL panels. The wheels allow the installer to roll the panels into place reducing most of the lifting usually required. The panels can be installed, relocated or stored easily . . . quickly! Especially recommended for 4' wide panels.

CONSTRUCTION: The wheels are spring loaded and mounted in the base of each panel, approximately 1½" from the edge (2 wheel assemblies in each panel). They are set in the base with screws and the adjustable tension is set sufficiently to raise the panel clear of the floor when the panel is deflated, thus allowing the panel to be rolled freely. When the panel is inflated, the air pressure in the cap forces the panel downward and the wheels retract into the base.

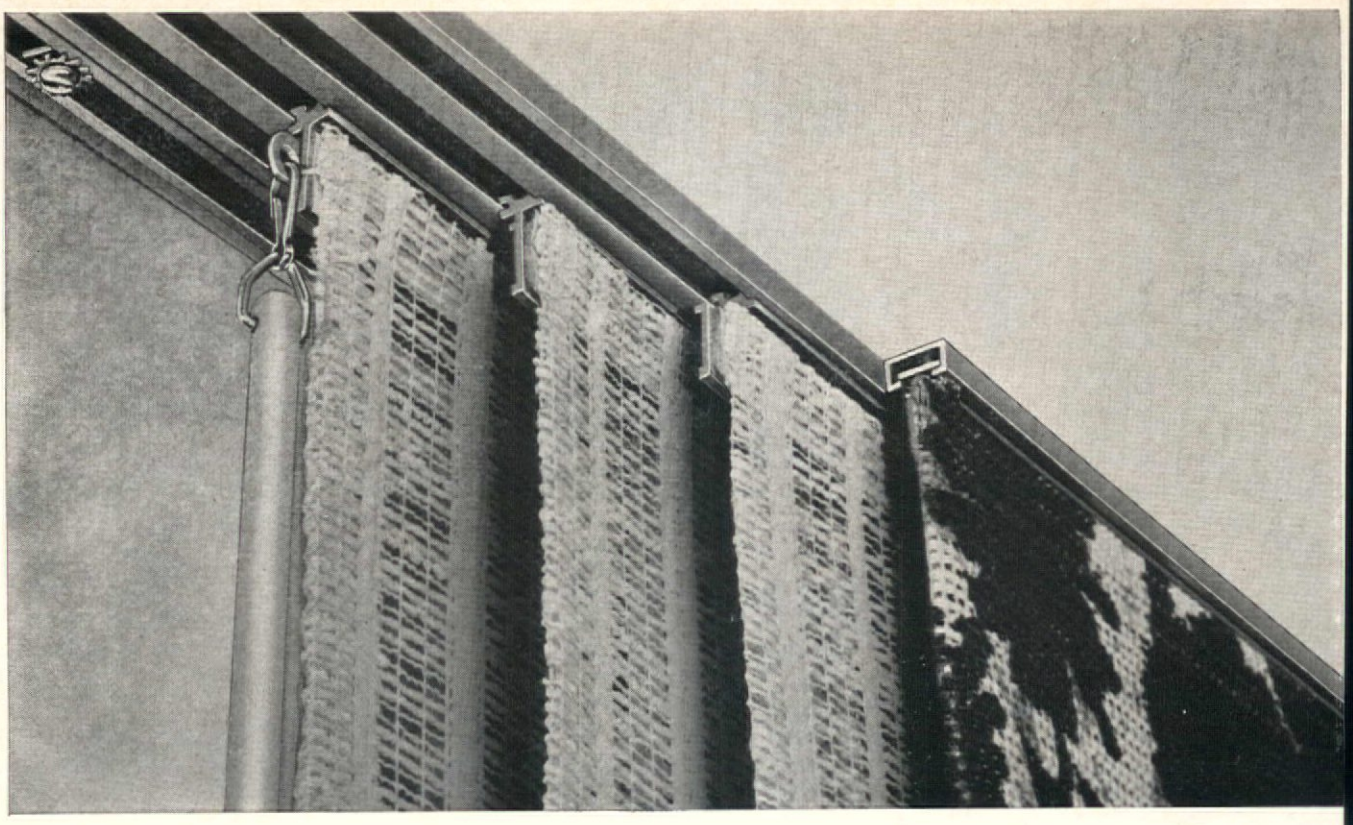
AIR WALLS are completely portable . . . may be moved at will, in a matter of minutes . . . now moved even more easily with the New Retractable Wheels. No floor or ceiling tracks are required. Just set each panel in place, add air and the patented AIR WALL telescoping cap is raised firmly against the ceiling.

AIR WALL'S tight seal at the floor and ceiling levels and unique construction features offer a sound control quality never before possible in a portable wall. Available in a wide range of facing finishes to provide fresh and dramatic interior decorations. AIR WALLS are economical — require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.

Circle No. 21 on product information card

Circle No. 22 on product information car


IRISH
Linen...
TIMELESS
IN ITS
BEAUTY
Linen, one of the oldest yarns, continues to be the favorite fashion fabric. Linen is still the most widely used of all contract fabrics! Linen retains its inherent loveliness . . . assumes a fresh new look that provides instant drama to any decor.
WRITE FOR OUR EXCITING COLLECTION OF NEW IRISH LINENS NOW!
Series 6350
KRAVET FABRICS, INC.
201 EAST 56th ST., NEW YORK 10022 • 421-6363
BALTIMORE • BOSTON • CHICAGO • DALLAS • DENVER
LOS ANGELES • SAN FRANCISCO



With Kirsch Paneltrac®, you can also use wood or metal as traverse "draperies."

Paneltrac opens up a whole new concept of what to do with window treatments—gives new meaning to "total environment." Now you can use materials you might never have thought of. Like woven woods, aluminum or plastics. Naturally, you can also use more conventional materials such as sized or other flat-hanging fabrics. Paneltrac makes a prospective "drapery" material of almost anything that's flat, and of reasonable weight for easy drawing.

Paneltrac is custom-prepared for each window situation, made exactly to fit your specifications. No installation problems. No service problems.

Paneltrac adds a new dimension to your decorative talents!

Call or write Kirsch Company, Dept. T-1166 Sturgis, Michigan 49091

Here's how Paneltrac works:

Paneltrac is a system of channeled aluminum tracks which hold plastic sliders, and is available in units of one to six tracks. Slides are surfaced with Velcro® nylon tapes, to which drapery panels are attached by sewing similar Velcro tapes to the flat headings. (A 30" strip of Velcro has more than 122 pounds of holding power!) You can have up to 11 panels with a two-way draw, up to six panels with one-way draw. Paneltrac is a completely engineered system, supplied assembled with hem weights included. All you do is give Kirsch the dimensions of your windows or area dividers—and leave the rest to Paneltrac.

Kirsch
DRAPERY HARDWARE

For windows people care about.

Circle No. 23 on product information card



Allure

Handsomely designed and sculptured in solid aluminum.
For lasting beauty and durability.
Choice of finishes and decorator fabrics.
Write for free color catalog.

scroll

SCROLL, INC., 800 N.W. 166th STREET, MIAMI, FLORIDA 33164
A SUBSIDIARY OF KELLER INDUSTRIES INC., MIAMI, FLORIDA

NEW YORK, Scroll, Inc., The Decoration and Design Building / **CHICAGO,** Scroll, Inc., Merchandise Mart / **LOS ANGELES,** Clark & Burchfield, Inc.

OTHER SHOWROOMS: BALTIMORE, Royal Furniture Co./CINCINNATI, Decorator's Furniture Showrooms, Inc./CLEVELAND, Tom Sinks Furniture Co./DALLAS, Hersman & Co./DENVER, Furniture Galleries/GRAND RAPIDS, Wolverine Show Rooms/INDIANAPOLIS, Murray Showrooms, Inc./MIAMI, Decorator's Showroom/NASHVILLE, Percy Cohen Furniture/PHILADELPHIA, Furniture Industries Mart, Inc./PITTSBURGH, Marforth Showrooms, Inc./SAN FRANCISCO, McCune Showroom/SYRACUSE, Penfield Manufacturing Co./WASHINGTON, D.C., Decorator's Showroom

Circle No. 24 on product information card

Harter Corp. opens new showroom with special lines



In close proximity to New York City's "architectural row," Harter Corp. of Sturgis, Mich., recently opened a newly designed showroom at 60 East 42 Street. It was designed by Stuart John Gilbert of the Harter design staff, and the opening coincided with a special showing of two new series of seating and matching tables for the contract market. The new lines, Forum and Focus, were designed by Mr. Gilbert and Wayne W. Good, head of the Harter design department. The Focus group consists of seven items—a swivel/tilt desk chair, a tubular leg side chair, a conference chair, a lounge chair, a 30-inch round table, and a 36-inch round table. The conference chair and lounge chair are equipped with a swivel return mechanism. Both chairs and tables have pedestal bases. The Forum group is comprised of six items —a single chair, a sofa, a single bench, a double bench, a 24-inch square table and a 32-inch square table. The seating units in both series are cushioned with natural latex foam rubber.









Circle No. 30 on product information card



George Washington would be at home here.

The charming colonial setting and the sturdy Astra chairs provide old-fashioned comfort and hospitality. Astra chairs are made in the true Early American tradition from solid hard rock northern maple. They're hand-pegged, hand-wedged, and hand-rubbed to a mellow luster by Vermont artisans using time-honored techniques George himself would have approved. Styles range from the cozy captain's and mate's chairs to the stately Windsor, filling every purpose in hotels, motels, restaurants and institutions. Send for brochure.

ASTRA BENT WOOD FURNITURE CO. 75 Maple Street, East Arlington, Vermont 05252

The Hallmark of Quality Seating Since 1905 · Showrooms in principal cities.

Intercon I adds prominent industry advisors

THE scope of the contract furnishings and equipment market was again highlighted by the addition of six more members to the advisory board on Intercon I, the First International Contract Exposition and Congress. The exposition is sponsored by The Merchandise Mart, and will be held March 20-22, 1967 at The Mart and McCormick Place.

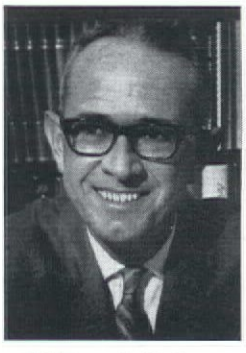
The newest members, Robert A. Glick, president, National Retail Furniture Association; Paul W. Hake, president, Thonet Industries, Inc.; William J. Hodges, Club Managers Association of America; Dr. Jordan L. Larson, executive secretary, School Facilities Council of Architecture, Education & Industry; Richard Latham, president, International Council of Societies of Industrial Design; and architect Harry Seidler, ARAIA, MRAIC, of Sydney, Australia, will guide and participate in the planning of the proposed educational seminars and meetings. They will serve with many other, previously announced board members, including: Bert C. Ahrens, executive secretary, National Association of Educational Buyers; Albert Bush-Brown, president, Rhode Island School of Design; Albert Christ-Janer, dean, art school of Pratt Institute; Arthur Davis, AIA, member of esthetics committee, American Institute of Architects; Clyde Dixon, president, Inn Keepers Supply, Inc.; Arnold Friedman, president, Interior Design Educators Council; Dr. Harold B. Gores, president, Educational Facilities Laboratories Inc., Ford Foundation; Edward T. Hall, professor of anthropology and director of Proxemics Research Center, Illinois Insitute of Technology; Robert S. Jerue, president, McClain Hedman Schuldt Co.; William Katavolos, chairman, industrial design department, Parsons Institute; Ausby E. Lee, NSID, president, National Society of Interior Designers; Charles M. Nes, Jr., FAIA, president, American Institute of Architects; Clarence Scheps, executive vice president, Tulane University and president, National Association of College & University Business Officers; James M. Smith, FAID, president-elect, American Institute of Interior Designers.



Robert A. Glick



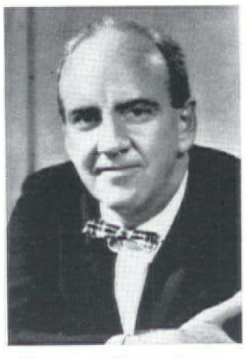
Paul W. Hake



William J. Hodges



Dr. Jordan L. Larson



Richard S. Latham



Harry Seidler

Newly appointed members of Intercon I board of advisors.

The sixty-three proposed symposia and lectures are designed to establish more extensive communication and knowledge within the contract industry. "The Congress portion of Intercon I can hardly fail to provide a most intensive analysis and extension of current knowledge at all levels of the contract market," said W. O. Ollman, general manager of The Merchandise Mart. The meetings and seminars will take place each morning of the three-day exposition, and exhibits will be open from noon to 6:00 p.m.

For exhibitors who do not have permanent showrooms at The Merchandise Mart, 200,000 square feet of display space has been made available at McCormick Place. U. S. Rubber Co. and Wool Carpets of America have recently signed leases for display areas.

U. S. Rubber is planning a dramatic display which will include Koylon bedding, Royal Vinyl carpets, and Naugahyde furniture and wallcoverings, with special emphasis on the extensive and diverse uses for Naugahyde seating in offices, hotels, and motels.

Advanced audio - visual techniques will be used by Wool Carpets of America in presenting material to architects, interior designers, specifiers, and others in the contract field. There will be supplementary illustrations and descriptions of recent wool carpet installations in major buildings.

Attendance at all program sessions and exhibits of Intercon I will be without charge and open to those with a specific business or professional interest in contract furnishings and equipment. Information concerning exhibition space, pre-registration, programming, and hotel reservations may be obtained by writing: Director, Intercon I, 1060 Merchandise Mart, Chicago, Ill. 60654.

Circle No. 25 on product information card



How the carpeting for the new Metropolitan Opera was created



ool: the carpeting of choice

own the main staircase of the new ropolitan Opera at Lincoln Center, York, flows a ripple of wool carpet ich in color that it has been aptly ed "Metropolitan Opera Red."

rom a distance, the carpeting seems e of a single, deep, rich color. But it ; it consists of two close colors woven non-directional design.

Psychological considerations

he creation of this carpeting had placed in the hands of the Metro- an's architectural firm, Harrison & movitz, and, more specifically, in the ds of the firm's interior designer, Mrs. n Queller.

ecifications for the carpeting flowed the nature of the Metropolitan a itself. There was the conscious- of Metropolitan Opera tradition; the e of the Opera as a showplace of d culture; and the realization that the highest was expected of it by s and audiences.

th this in mind, carpeting specifica- for the main staircase, lobby, and te club rooms called for:

2 Frame Wilton
4-ply Pure Wool Pile
180 Pitch
8 Wire
.370 Pile Height
72.40 oz. per sq. yd. Face Weight
101.50 oz. per sq. yd. Total Weight



From the beginning, wool was decided on as the carpeting of choice. As the highest standards were expected of the Metropolitan, so the highest standards were expected of wool carpeting.

Red was the color of the old Metropolitan carpeting. Red is the carpeting of tradition. With red reflecting from the carpeting, women's skin take on warm, pink tones. There could be no other color but red.

The search

But designer Edith Queller felt that a sweep of solid color would not create the depth possible with a combination of colors. In working with the four Mohawk carpet designers—and keeping in mind a set of sketches for the murals being prepared by artist Marc Chagall—she specified 2 Frame Wilton because it adapts itself to multicolor patterns as well as exhibiting high wearing qualities.

As the search for the right colors narrowed down, carpet samples were checked under incandescent light—in the daytime, at night, with the lights dimmed, under the crystal fixtures.

Since the carpet had to harmonize with the Chagall murals, a final sample was submitted to the artist—who had veto power—and he promptly approved it. Approvals were also secured from the Metropolitan's committees—and, several years from the day planning began—Mohawk received the go-ahead to begin manufacturing.

While all this was going on, a second color, in a deep garnet, was developed for the upper tiers outside the auditorium. All specifications were the same as for the staircase carpeting.



The problem of acoustics

Inside the auditorium, however, the designer faced a different problem. Acoustics. Wool carpeting was being used in the aisles of the auditorium. But because of wool carpeting's ability to soak up and muffle sound, the carpet was specified with a lower pile height. Its color was also a garnet, similar to the two-color garnet outside the auditorium, but slightly lighter, somewhat wine-colored. This color was designed to harmonize with the color of the seat fabrics.

Once the carpeting was installed, acoustical tests were made with 3800 people in the auditorium—a full house. "The acoustical people seemed very pleased," said Mrs. Queller.

A singer remarked, "The sound seems to dart out of you, right at the audience."



"The new Metropolitan Opera was the most complex job we've ever handled."

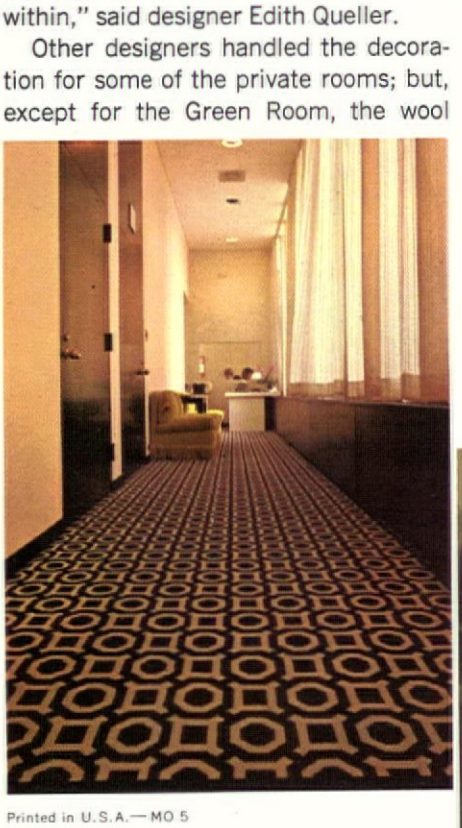
"We started almost four years in advance," said the Mohawk carpet distributor. "Every problem of installation existed. There were over 13,000 yards of wool carpeting used."

Every problem in carpeting he had ever met was focused at the Metropolitan. The staircase is twenty-seven feet wide, and the carpeting was woven to avoid seams as much as possible. Every conceivable type of step had to be covered—concave, convex, serpentine. The carpeting had to be kept soft and inert so that each piece could be warped over the step like a piece of upholstery.

The perfect job

Neither time nor expense were spared to bring about a perfect job. In creating the main stairway's 2-Frame Wilton design—which is done by punching out the design on cards—14 Frames were punched out before the desired nondirectional, two-color pattern was arrived at. The result: a design so subtle that it exists below the level of awareness. "We brought it over and laid it on the gray concrete and it glowed from within," said designer Edith Queller.

Other designers handled the decoration for some of the private rooms; but, except for the Green Room, the wool





carpet specifications remained the same as that for the stairway. Mr. Bing's office was carpeted in rich brown; the Opera Club in chocolate brown; the Belmont Room in green; and one corridor utilized an op art design by Mario Buatta. The Green Room—where stars meet the public—utilized a tufted all-wool installation.

"The wool carpet installation was a triumph of technique," said the Mohawk distributor, "tempered by a warm feeling for the job."

In the initial discussion held between Mr. Harrison, Mrs. Queller, and the distributor, nobody entertained a thought of any other carpeting but wool. The reason for this was the simplest in the world. Proven performance.

"We used wool carpeting on the Philharmonic," reminisces Mrs. Queller. "It was just fine. It's still fine and it's three years now."

The feeling among many designers is that if you want the best, you go to wool. Synthetics may offer one or another or several qualities mimicking wool; but none gives all that wool has. All synthetics have one serious drawback or another. Thus, while wool is flame resistant, r synthetics maintain combustion and a potential fire hazard in public b ings.

As a corollary, if you drop a bur match or a cigarette on a wool ca the match will smolder and go out. whatever mark may be left ca brushed over so that it's virtually in sible to find. Whereas the syntheti display a permanent, ugly black sc

Some synthetics also present a lem with fuzzing and pilling. With al carpets, short ends of fiber work way to the surface. On a wool ca these are easily vacuumed away many of the synthetics, however short ends hold fast.

Totality of features

But designers always come back totality of features which wool pro To wool's beauty. Depth of color. natural feeling. And warm, luxurious

And they come back to wool's p cal features. The way it keeps its looks; the way its beauty is retain it wears. Its durability, soil resist resilience. Its low static electricity flame resistance, permanent moth ing. And its ability to clean easily.

All the things that make wool th peting of choice for the Metropo Opera make it the choice of contra signers and specifiers in every field standard in such diverse installatio schools, banks, hospitals, civic buil

If you require information, tec aid, or assistance, contact Wool Ca of America. They will be pleased to Wool Carpets of America, 360 Lexi Avenue, New York, N.Y. 10017.

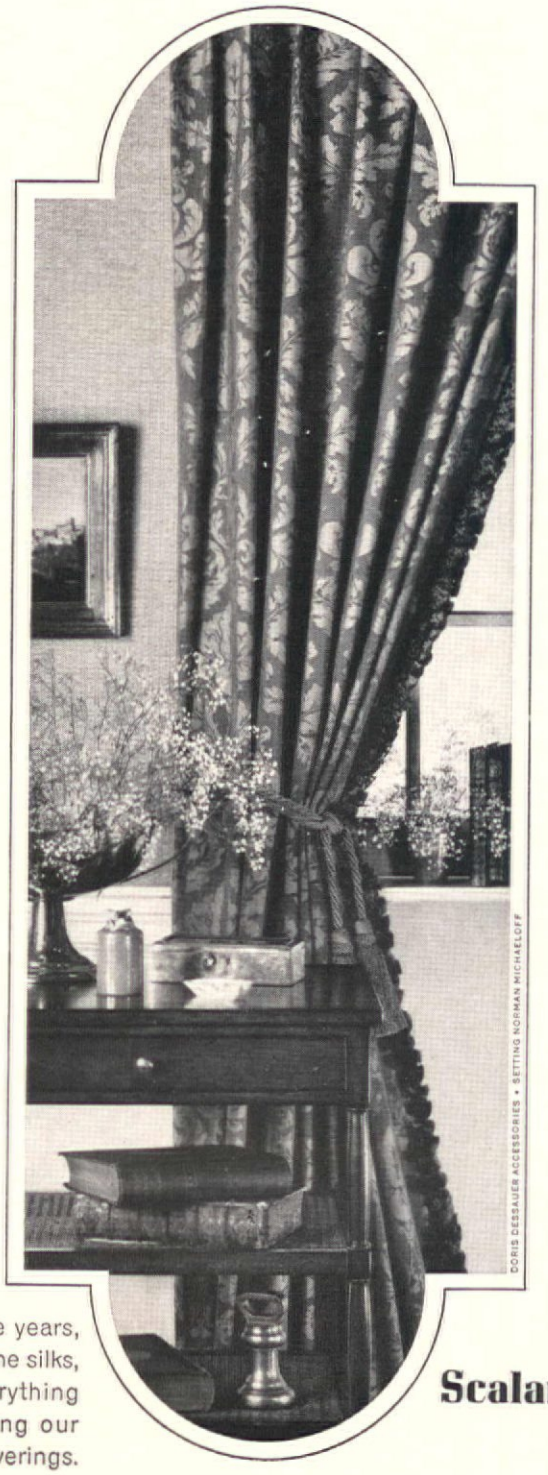




PURE WOOL PIL
The wool mark is awa
quality-tested carpets made of Pure Wo

Printed in U.S.A.—MO 5

The uncommon touch



The skill we've gained through the years, reproducing authentic designs in fine silks, adds an extra dimension to everything we do at Scalamandrè, including our contemporary fabrics and wallcoverings.

Scalamandrè FABRICS, WALLCOVERINGS, TRIMMINGS

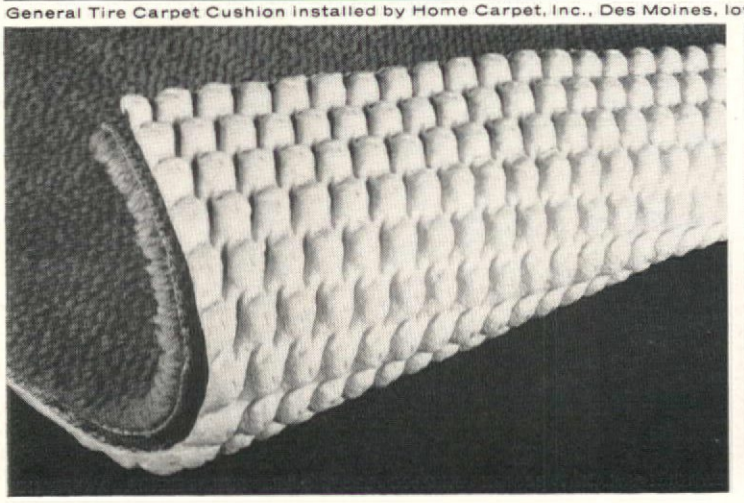
MEMBER RESOURCES COUNCIL, INC. • D & D BLDG., 977 THIRD AVENUE, NEW YORK • ATLANTA • BOSTON • CHICAGO • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO

Circle No. 26 on product information card

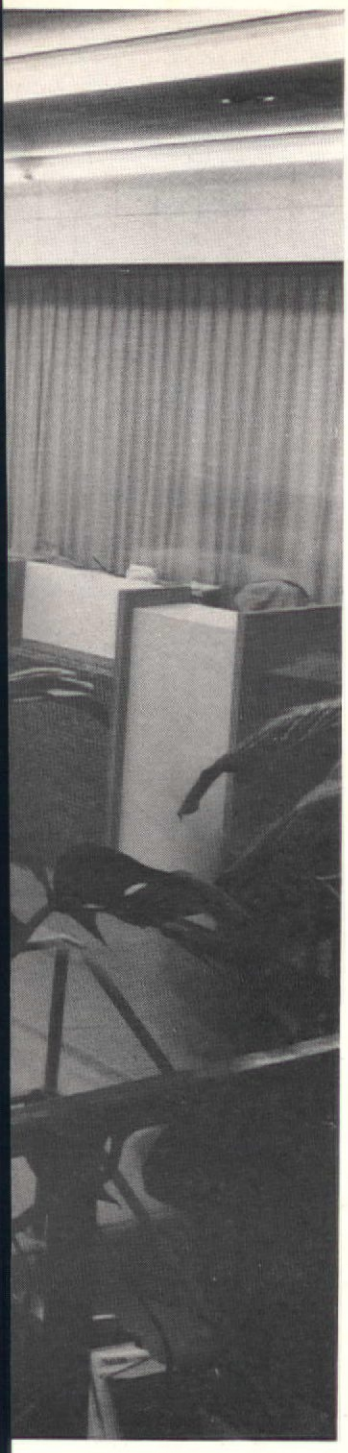
Circle No. 25 on product information card



General Tire Carpet Cushion installed by Home Carpet, Inc., Des Moines, Iowa







General Tire Sponge Rubber Carpet Cushion is given full credit at West Des Moines State Bank

The new West Des Moines State Bank, Des Moines, Iowa extends full credit to famous General Tire underlay for implementing its decor of clean-lined luxury, business-like utility. Genuine General Tire Sponge Rubber Carpet Cushion makes every square foot of the bank's carpeting softer, more sound absorbent, longer lasting, a better investment...even in heaviest traffic areas. You'll find it tailors to any floor plan. And, there are nine, versatile quality grades to choose from. Specify famous General Tire Sponge Rubber Carpet Cushion. It's in your best interest!

NATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street
Chicago 8, Illinois

CROWN PRODUCTS CORP.
2121 E. Wheatsheaf Lane
Philadelphia, Pennsylvania

GENERAL TIRE®

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

Circle No. 27 on product information card

Here's a stack chair with a new, exclusive feature. It stacks straight up—as high as you want to go—without tilting!

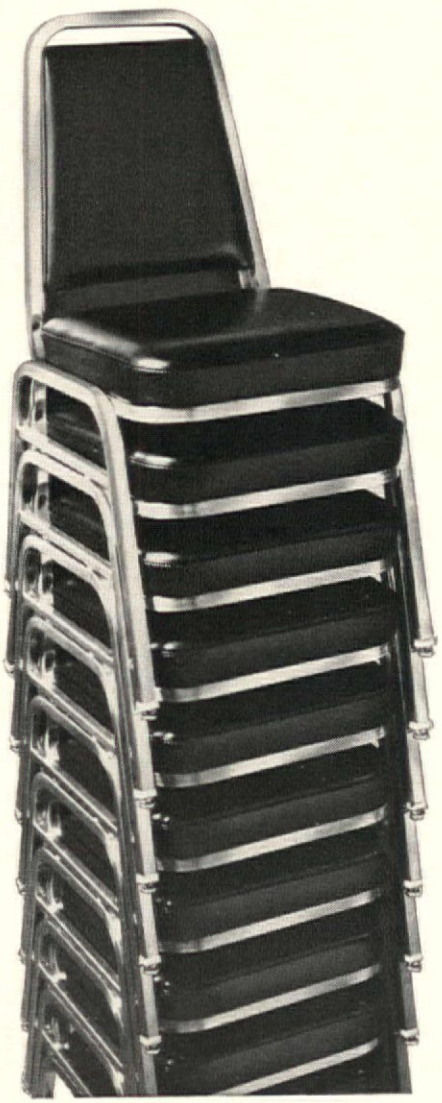
Eliminates need for special chair dolly. This chair also features: a newly designed leveling glide that won't snag fabrics when chairs are stacked; screw-on bumpers that are virtually impossible to dislodge; standard wrap-around frames also include crossbars to provide extra strength, make it easy to stack and unstack chairs . . . guarantee years of rugged use.

Square tube frame in polished chrome, satin chrome and painted finishes. Foam filled seat, fully upholstered back.

Brody*

B. Brody Seating Company
5921 West Dickens • Chicago, Illinois

Stacks straight up!



No. 405 STACKING CHAIR

See us in Booth No. 4101 A&B at the N.Y. Hotel Show, Coliseum, New York City, November 7-10.

Circle No. 28 on product information card

PEOPLE



HARRY G. VORPERIAN has joined Commercial Carpet Corp. in the architectural-specifier sales division in New York City. Commercial Carpet Corp. also announced two appointments at the executive level: DALE C. PYSHER, new vice president of manufacturing, and W. C. BEASLEY, manager of quality control and product development at CCC.

MORRIS S. MOSS has been appointed sales manager of Thayer Coggin, Inc., serving both Thayer Coggin Institutional and James Inc. divisions from the firm's High Point headquarters.

ROBERT LEON SMITH has been named assistant department manager for the Burl Crest Department of Burlington House, New York City.

BYRON WALLIEN has been appointed sales manager of the carpet division of Albert Parvin & Co., a subsidiary of the Parvin/Dohrman Co., Los Angeles.

JACK D. CERVELLI has joined the sales staff of Commercial Carpet Corp. as district sales manager for the greater Cleveland trading area.

JOHN PARSONS has been appointed new contract sales manager of Stanley Furniture Co., Stanleytown, Va. Mr. Parsons was formerly production manager at Stanley, and just retired as president of Southern Furniture Manufacturers Association.

JAMES MERRICK SMITH, FAID, was elected national president of American Institute of Interior Designers at a business meeting held during the association's 35th Annual National Conference in San Francisco. EDWARD J. PERRAULT, FAID, of Houston, was elected national chairman of the AID board.

WILLIAM JON SCHMIDT has joined the House of Raymond Jacques as design director of the contract division.

WALTER CULLARS III has been appointed director of design at E. T. Barwick Mills Inc. and Monarch Carpet Mills. Mr. Cullars, a textile design specialist, will supervise and assist in design and development of the firm's carpet lines.

NANCY KLUMB has been promoted to senior project manager in the New York office of I.S.D. Incorporated, interior space designers. I.S.D. is affiliated with The Perkins & Will architectural partnership.

BARBARA A. BLAESING has been named to the interior design staff of Corco, Inc., Chicago-based institutional design firm specializing in college and university interiors.

FRED S. BURROUGHS is the newly appointed managing director of the Wallpaper Council Inc., and secretary of The Wall Paper Institute, taking office as of December 1st.

Circle No. 29 on product information ca

Sea of Fabrics

. . . from a virtually limitless collection

now available to you — wherever you are — in book form.

Write for FREE brochure.

It contains descriptive data on all new Naco sample books.

ESTABLISHED 1915

NACO FABRICS

Distributors of SLIPCOVER, DRAPERY AND UPHOLSTERY FABRICS

291 GRAND ST NEW YORK, 10002 N. Y. ■ WAlker 5-9940

Exclusive showroom territories also available in Boston, Atlanta & Los Angeles.

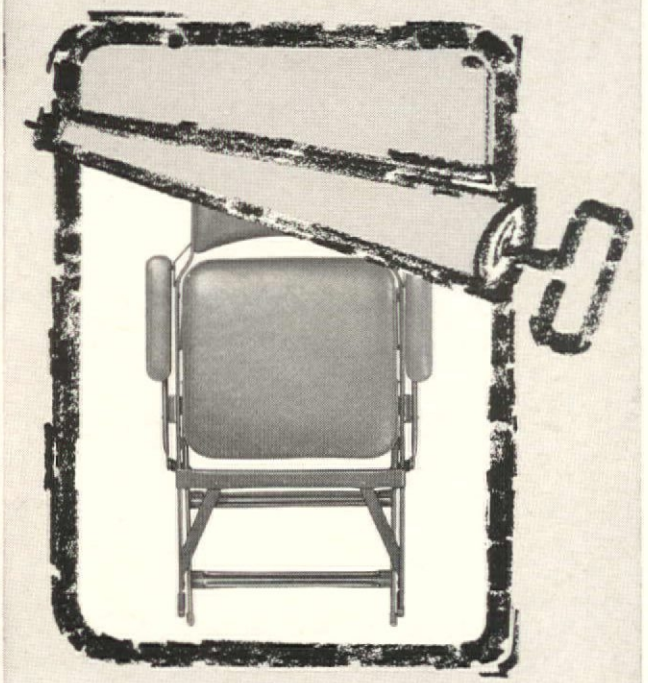
Important: Because Naco stocks one of America's largest selections of fabrics (in all categories) you get exactly what you need when you need it. Nominal cost of any Naco sample book is refundable with $25 order from that book, and adequate size swatches eliminate guesswork.

Detroit: Decorators' Showroom, inc., 10420 West McNichols Road
Texas: Pettigrew Assoc., 2141 Dallas Trade Mart
Chicago: Ken McCorkell, 325 N. Wells St. (4 north)
San Francisco: Edwin Turrell assoc., 831 Montgomery Street
Miami: Fred Auerbach, 19340 Northwest 4th Ave.



DRAPERY SILKS, SHEERS
CRUSHED VELVETS / CUT VELVETS
SOLID VELVETS / NYLON VELVETS
UPHOLSTERY JACQUARDS
COTTON PRINTS AND SOLIDS
(a fabulous new selection)
NEW, WASHABLE
48" WOVEN COTTONS.
ANTIQUE SATINS / FIBREGLAS (2)
SHEER DACRON PRINTS
(Another Naco exclusive collection)
CASEMENTS AND BROCADES
CONTEMPORARY UPHOLSTERY NYLONS

DU PONT ZEPEL® STAIN REPELLER



open 'n serve

Instant seating! Wherever needed! Whenever needed! Two fold compactly in reserve behind an executive's door. Chairs stack to great heights saving storage space. Gang quickly in perfect alignment for group seating. □ Clarin "Reserve Seating" is executive seating at its very finest. Color correlate them to your decor in contemporary plush nylons and expanded vinyls. C.O.M. accommodations available.

RESERVE SEATING



Wouldn't you like all the information? Write today. Dept. C10.

CLARIN
MANUFACTURING COMPANY
4640 West Harrison Street • Chicago, Illinois 60644

Circle No. 31 on product information card

CONTRACT NEWS

SHELBY WILLIAMS INDUSTRIES, INC. has acquired substantially all of the shares of MADISON FURNITURE INDUSTRIES, MADISON WOODWORKING CO., and MADISON LUMBER CO., all of Canton, Miss. The acquisitions were for 79,750 shares of Shelby Williams stock and an undisclosed amount of cash. Louis Shornick will continue to head Madison, and will also become an officer and director of Shelby Williams. Madison will operate as a subsidiary of Shelby Williams Industries, Inc., joining Shelby Williams, Duo-Bed Corp., and American of Chicago.

REXALL DRUG & CHEMICAL CO. announces the purchase of the assets of FABROVIN CORP. for an undisclosed amount. Fabrovin, located in Paterson, N.J., manufactures vinyl wallcoverings for the commercial market. Sam Zakim, president, and Mel Grau, who heads the design division, will remain with the company. It will operate as a division of Rexall's construction segment of its Packaging-Processing-Construction Group, and will complement Ralph Wilson Plastics Co., producer of hard surface plastic laminates.

HENRY END ASSOCIATES of Miami announces the opening of its New York design studios and offices at 204 East 58th St. Neil Oppenheim is executive vice president in charge of the New York operation.

KESSLER PRODUCTS CO., INC., Youngstown, Ohio, has appointed two new distributors to handle Vinylstep, its all-vinyl floor runner: NEW YORK TILE WHOLESALE CORP., Brooklyn, N.Y., and GOLDEN STATE MAT CO., San Francisco, Calif.

COMMERCIAL-INSTITUTIONAL PRODUCTS GROUP of WESTINGHOUSE ELECTRIC CORP., New York City, has moved to new facilities at the Westinghouse Electric Corp. radio-television plant, Route 27, Metuchen, N.J. The firm will continue to maintain offices at its present location on Park Avenue South, New York City.

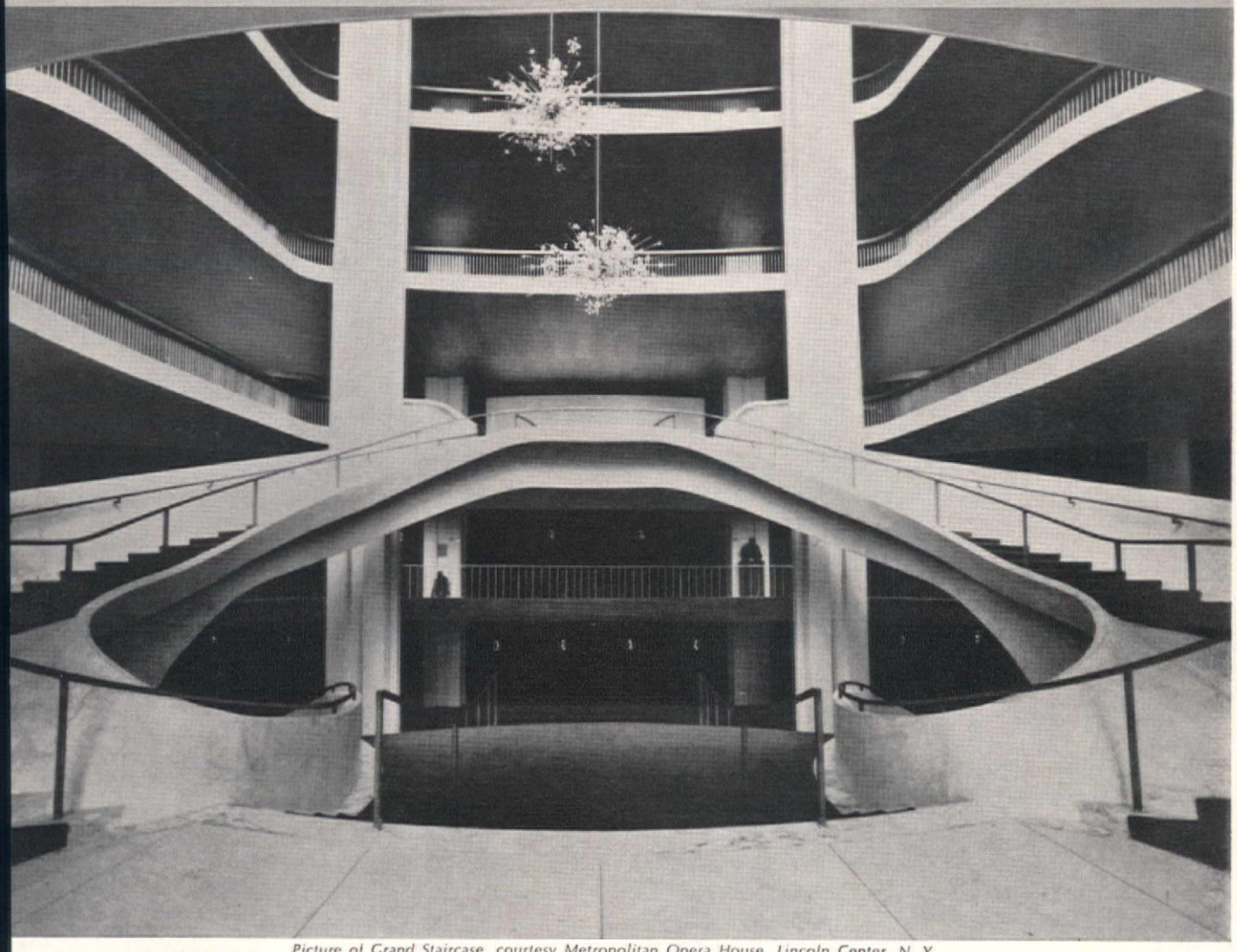
JOHN STUART, INC. will soon open two new showrooms in Chicago and Boston. The Chicago showroom, to be opened next month in the Merchandise Mart, will be devoted to a display of modern furniture. In Boston, John Widdicomb and John Stuart will jointly occupy a four-story building at 90 Berkeley St. where they will present a comprehensive display of furniture of both companies.

THE H-O-N CO., Muscatine, Iowa, manufacturer of office furniture, announces the opening of a new showroom at 200 West Kinzie, Chicago, Ill.

Correction

Allied Chemical, Fibers Division, was inadvertently omitted from the list of major sponsors for the Designs for Dining exhibit featured in our October issue. Allied Chemical Fibers Division supplied the floor coverings of the Maison Citron, Greenhouse Cafeteria and the Berghof.

Jewel-Tone Verti-plush goes to the Opera



Picture of Grand Staircase, courtesy Metropolitan Opera House, Lincoln Center, N. Y.

Harrison and Abramovitz chose Jewel-Tone Garnet Vertiplush for the walls of the entire lobby, grand staircase, retiring rooms and the walls and seating of the Top of the Met Restaurant.

Verti-plush Dupont nylon pile fabric is washable, color-fast and available in 27 stunning colors. It's knit-back foam cushioned construction is used for upholstery as well as wall covering, where depth and dimension of color is desired.

MANUFACTURED BY Vertipile INDUSTRIES CORP. NEW YORK CITY

NATIONALLY DISTRIBUTED BY

For free sample cards contact:

LA FRANCE INDUSTRIES, INC. 145 EAST 32nd STREET NEW YORK, N. Y. 10016

a division of Riegel Textile Corporation

Circle No. 32 on product information card

Royalmetal®
is the look, the variety, the flexibility of custom furniture... at a lot less than custom prices!

If it's looks you're after, Royalmetal has them. Sleek modern, sophisticated transitional, elegant traditional. Furniture so handsome, so dramatic that you design with it instead of around it.

Royalmetal is variety, too. Elegant executive suites; impressive board rooms; gracious reception rooms; cheerful general offices—Royalmetal makes furniture for every application (even specialized seating for mailroom and shipping department).

And Royalmetal gives you the flexibility of custom furniture, in a wide selection of ingenious modular design concepts. Standard steel components, unlimited desktop sizes, 500 optional color and upholstery combinations let you create tailor-made work stations that suit the work and the worker precisely. And if mere variety doesn't solve your problem, Royalmetal's Total Planning interior design service will—free.

Get everything custom furniture has to offer, at far less than custom prices. Look over the sampling in the attached color brochure, send the coupon for more facts, or drop in at your Royalmetal dealer.

ROYALMETAL CORPORATION
One Park Avenue, New York, N. Y. 10016



SEND THIS COUPON FOR COMPLETE INFORMATION ON ANY OF THE FINE ROYALMETAL FURNITURE LINES SHOWN BELOW

Royalmetal Corporation
One Park Avenue, New York, New York 10016
Gentlemen:
Please forward literature on the items I have checked below.

Name

Address

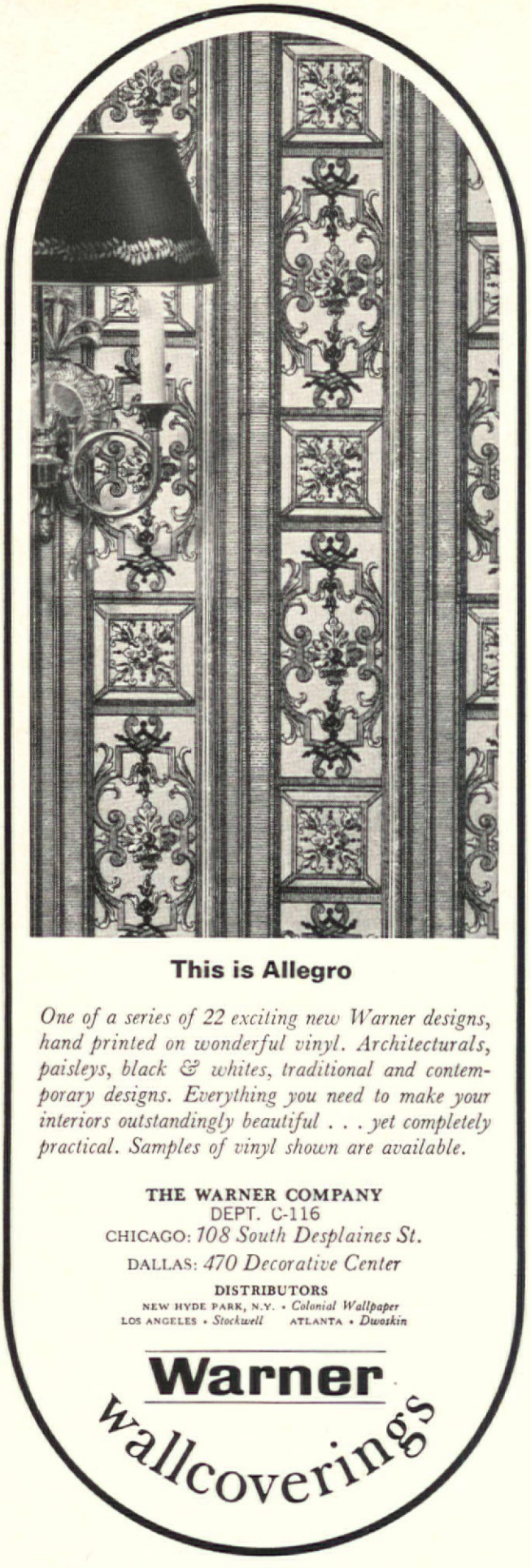
City State Zip #

☐ Royalmetal Viscount lounge seating ☐ Royalmetal 300 seating
☐ Royalmetal 100 Series desks ☐ Royalmetal 300 Series desks
☐ Royalmetal 366 loose cushion seating ☐ Italian Provincial by Croydon ☐ Richelieu, by Croydon ☐ Advantus, by Croydon C-116



Advantus, by Croydon. This is completely unique furniture—a blend of contemporary design with traditional standards of craftsmanship. The top and sides are fine walnut veneers hand-buffed to a rich lustre. And under the wood—solid steel drawers, pedestal cases, framework. The only steel that shows is the striking chrome-plated pedestal; everywhere else the luxury that nothing but real wood can impart.

Circle No. 33 on product information card



Circle No. 34 on product information card

CALENDAR

1966

November 7-10. National Hotel & Motel Exposition, 51st Annual Convention. New York Coliseum, New York City.

November 12-22. Southern Furniture Manufacturers Association. Annual Membership Meeting, conference cruise aboard S.S. Santa Rosa to South American and Caribbean ports.

November 24-28. International Furniture Show. Brussels, Belgium.

November 27-30. National School Supply & Equipment Association. Palmer House Hotel, Chicago.

December 1-3. American Hotel & Motel Association Convention. 55th Annual Convention. San Francisco.

1967

January 8-14. Winter Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

January 15-18. Seattle Furniture Market. Northwest Furniture Mart, Seattle, Wash.

January 15-19. New York Lamp & Home Furnishings Show. Hotel New Yorker and Trade Show Building, New York City.

January 15-20. Winter Furnishings Market. Los Angeles Merchandise Mart, Los Angeles.

January 15-20. New York Furniture Market. New York Furniture Exchange, National Furniture Mart, 1 Park Ave., 192 Lexington Ave.

January 16-20. New York Floor Covering Openings. 295 Fifth Ave., New York City.

January 16-20. Southern Furniture and Rug Market. High Point, N.C.

January 16-20. Furnishings Market. Dallas Trade Mart, Dallas, Tex.

January 17-21. Jamestown Furniture Market. Jamestown, N.Y.

January 23-27. Atlanta Home Furnishings Market. Merchandise Mart, Atlanta, Ga.

January 23-27. Winter Furnishings Market. Western Merchandise Mart, San Francisco.

March 20-22. Intercon I, First International Contract Exposition and Congress. Merchandise Mart and McCormick Place, Chicago. For details contact: Mr. Harry Finkel, Intercon I, 1060 Merchandise Mart, Chicago.

April 25-27. CONTRACT '67—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Expositions Co., 14 W. 40 St., New York, N.Y. 10018. 212/564-8714.

April 30-May 3. Sixth National Lighting Exposition New York Coliseum, New York City.

May 3-6. National Association of Educational Buyers. Hotel Fontainebleau, Miami Beach, Fla.



Roxbury Carpet Reads You

Roxbury knows your needs and knows what to do about them in commercial carpeting. Here you see "Tweed Lok," of 100% Creslan acrylic fiber. This fine carpet is right for the research library, the school library, executive offices, reception areas, classrooms, and other heavy traffic installations. The subtle colorings of "Tweed Lok" readily complement traditional or contemporary settings. In any location Creslan gives that extra stamina needed to maintain high appearance level with low maintenance. Most stains sponge right off while vacuuming does the rest. Whatever your carpeting requirements, "Tweed Lok" can meet them in great style with an outstanding range of colors. Creslan acrylic fiber is a product of AMERICAN CYANAMID CO. N.Y.

CYANAMID

Roxbury Carpet Co.
Contract Division
295 Fifth Avenue, New York 10016

☐ Send me my FREE swatch of Tweed Lok
☐ Have your representative get in touch with me

Name_____

Title_____

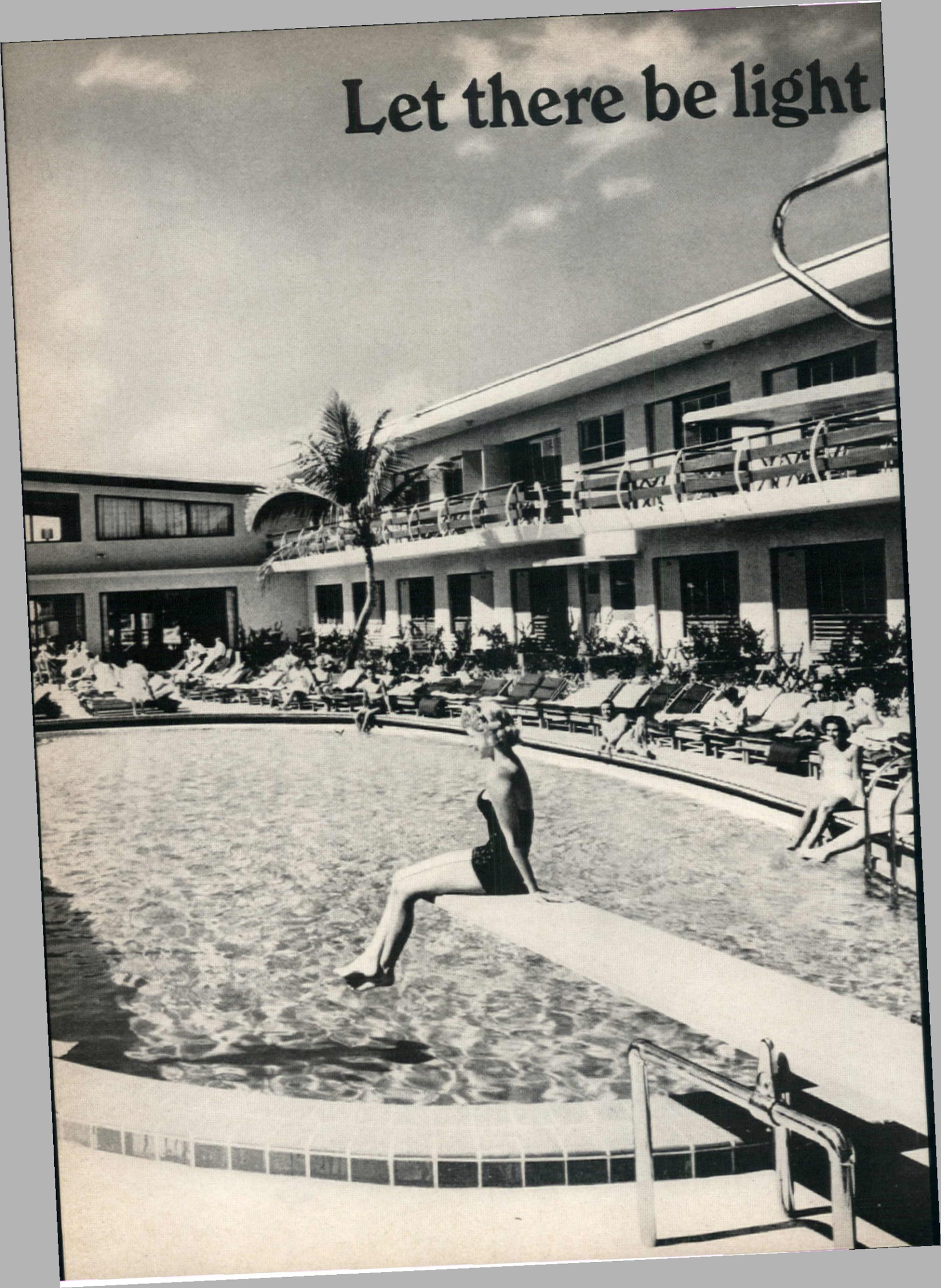
Firm Name_____

Address_____

1-4

Creslan®
LUXURY ACRYLIC FIBER

Circle No. 35 on product information card


Let there be light

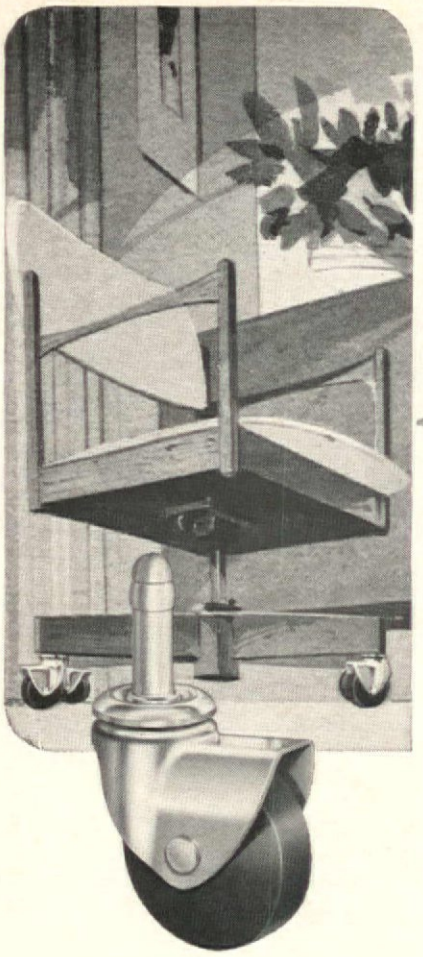
..sometimes.

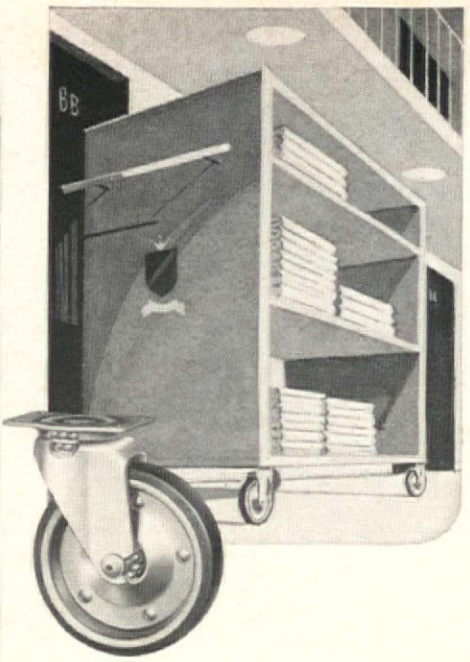
Good old natural sunlight is all right in its place.
Outdoors.
But there's no switch on the sun.
So in a motel or hotel where airline pilots
have to nap at high noon
and sleepy guests
like to slumber late...
or in a school or conference room
where audio-visual equipment may dictate instant darkness...
unwanted natural light can be a problem.
The daylight dilemma
was never satisfactorily resolved
until Hathaway Fabrics came up with Opaqueen®.
Opaqueen provides effective insulation and total light control.
It is available in a flameproof finish.
It is dry-cleanable by any method.
It comes with white
or silver backing.
It's so unique we've registered and patented it.
And now Opaqueen has a new exclusive.
Print patterns are available for the first time.
The *only* print blackout draperies on the market.
Write us at the address below
and we'll send you swatches of Opaqueen.
When you get them, do us a favor.
Hold one in front of your eyes and look up at the sun.
We think you'll see the light.
Because you won't see the light.

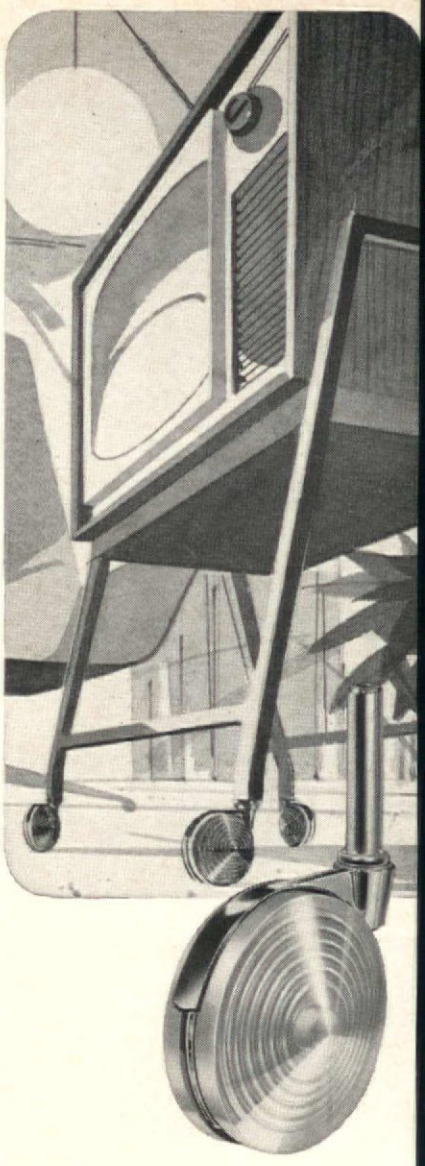
HATHAWAY FABRICS

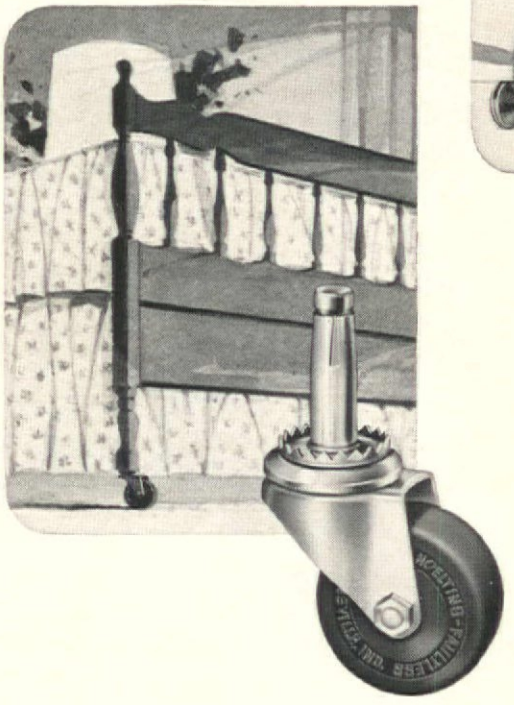
BERKSHIRE HATHAWAY INC., HOME FABRICS DIVISION

HATHAWAY FABRICS AND BOURNE LININGS • NEW YORK / CHICAGO / LOS ANGELES / TORONTO / NEW BEDFORD, MASS









down under

is where Faultless Caster Quality Excels!

Under chairs, serving carts, T.V. stands, appliances . . . any product or furniture that moves . . . across hardwood floors, rugs, tile, or stone patios. Faultless casters are designed, engineered, and manufactured to roll with maximum ease and give *plus* performance for the lifetime of the equipment. We would have it no other way. Why? We're interested in satisfied customers . . . and we'd like you to be one of them. Your local Faultless representative is as near as the telephone book.

NOELTING Faultless Casters®

Faultless Caster Co.

A Division of BLISS AND LAUGHLIN INDUSTRIES

Evansville, Indiana 47717

Branch offices in principal cities of the U.S. and Canada.

Circle No. 37 on product information card

Circle No. 38 on product information card→



If you bought our carpet now, in 10 years you'd know what a buy you got.

There are carpets and there are carpets.
The inexpensive ones are worn to a frazzle in no time at all. And those that go on looking good year after year usually cost an arm and a leg.
But Coronet found a way to give you a carpet for commercial use that's big on wear and small in cost.
Take our Acrilan® carpets, for example. First, we use the best yarns. Then we pack them in thick and tight with the closest gauge equipment. We do everything that's practical to cut down the cost without cutting down on the quality. And in the end you get a good Acrilan carpet at a good price. One that wears and wears and wears.
But, of course, you won't know that for years.

For samples and quotations from the Coronet dealer nearest you, kindly write: Commercial Division, Coronet Carpets, Dalton, Ga.

CORONET CARPETS
A DIVISION OF CORONET INDUSTRIES, INC.

ACRILAN
acrylic fiber
CHEMSTRAND

TALK OF THE TOWN...

The word is getting around. Fast. The word is La France. It stands for a lot: beauty in fabrics, long-lasting too! Delivery in hours, not weeks. While many contract fabric buyers go from jobber to jobber, others go direct to a mill . . . like La France! Always think La France!



LA FRANCE FABRICS

145 E. 32nd St., New York 10016

division of

Riegel TEXTILE CORP.

Sales Service Centers in 23 Principal Cities

AND NOW, AN UPTOWN SHOWROOM, TOO! AT 969 THIRD AVENUE, NEW YORK

Circle No. 39 on product information card

Circle No. 40 on product information card→

CARLSTADT® RAILING SYSTEMS

Now with ENGINEERING ELEMENTS OF SECTIONS



Before you specify custom-made interior or exterior railings consider the advantages of a comparable Carlstadt system in aluminum, architectural bronze, or stainless steel. Crisply styled Carlstadt stock components offer custom refinements and availability through local fabricators.

Widely accepted by architects, adaptable Carlstadt systems offer choice of shapes and installations, featuring smoothly concealed fastening. Ask for literature or see Sweet's Architectural File 6e/BL or Industrial File 6b/BL.

New – elements of section data provided for all JB system components make truly engineered railings practical. Another exclusive first for Blum . . . computer-derived for accuracy.



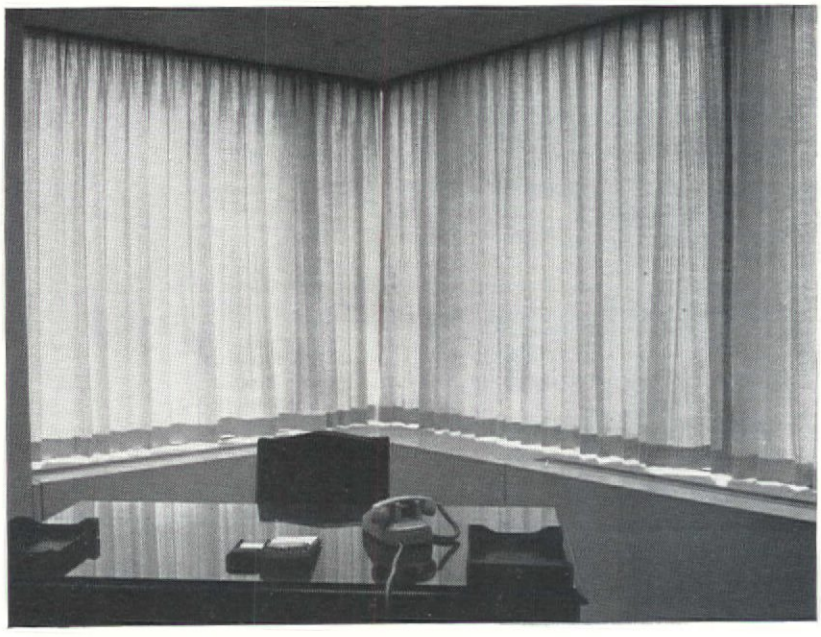
JULIUS BLUM & CO., INC. CARLSTADT, NEW JERSEY

THE MOST COMPLETE SOURCE FOR ARCHITECTURAL METALS

PHONES: CARLSTADT, (201) GE 8-4600; Phila., (215) MA 7-7596; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-485-7673

This handsome building had a severe glare problem.





Nothing has ever replaced the natural light. Yet, too much of it can easily turn into a very annoying glare problem, as the Illinois Bell Telephone Company recognized. What was needed here, as in many other fine buildings, is a fabric that gets rid of the glare, yet remains a see-through fabric to let just enough of the natural light get in. This is one of the reasons why Ben Rose, supplier of the fabric, together with S. A. Maggio, A.I.D., and K. Ragos, interior designers, decided to select Fiberglas Beta draperies. They are not the only ones. Every day more architects and interior decorators are expecting Fiberglas to be a problem solver. It is. Fiberglas is:

Sturdy: Fiberglas is flame-resistant, unaffected by humidity, resistant to sun. Won't stretch or shrink.

Economical: Fiberglas is washed, not dry-cleaned, never needs pressing or alterations due to change in size. Fiberglas also helps reduce heating and air-conditioning costs because it insulates—year round.

Beautiful: Fiberglas fabric allows free play with color, texture and pattern on the inside and looks uniformly beautiful from the outside.

So if your building happens to have a glare problem, or any other kind of problem, look into Fiberglas, the problem solver fiber for problem solving people. For more information and Fiberglas fabric resources write:

Owens-Corning Fiberglas Corp., Decorative and Home Furnishings Div., 717 Fifth Ave., N.Y.C. 10022

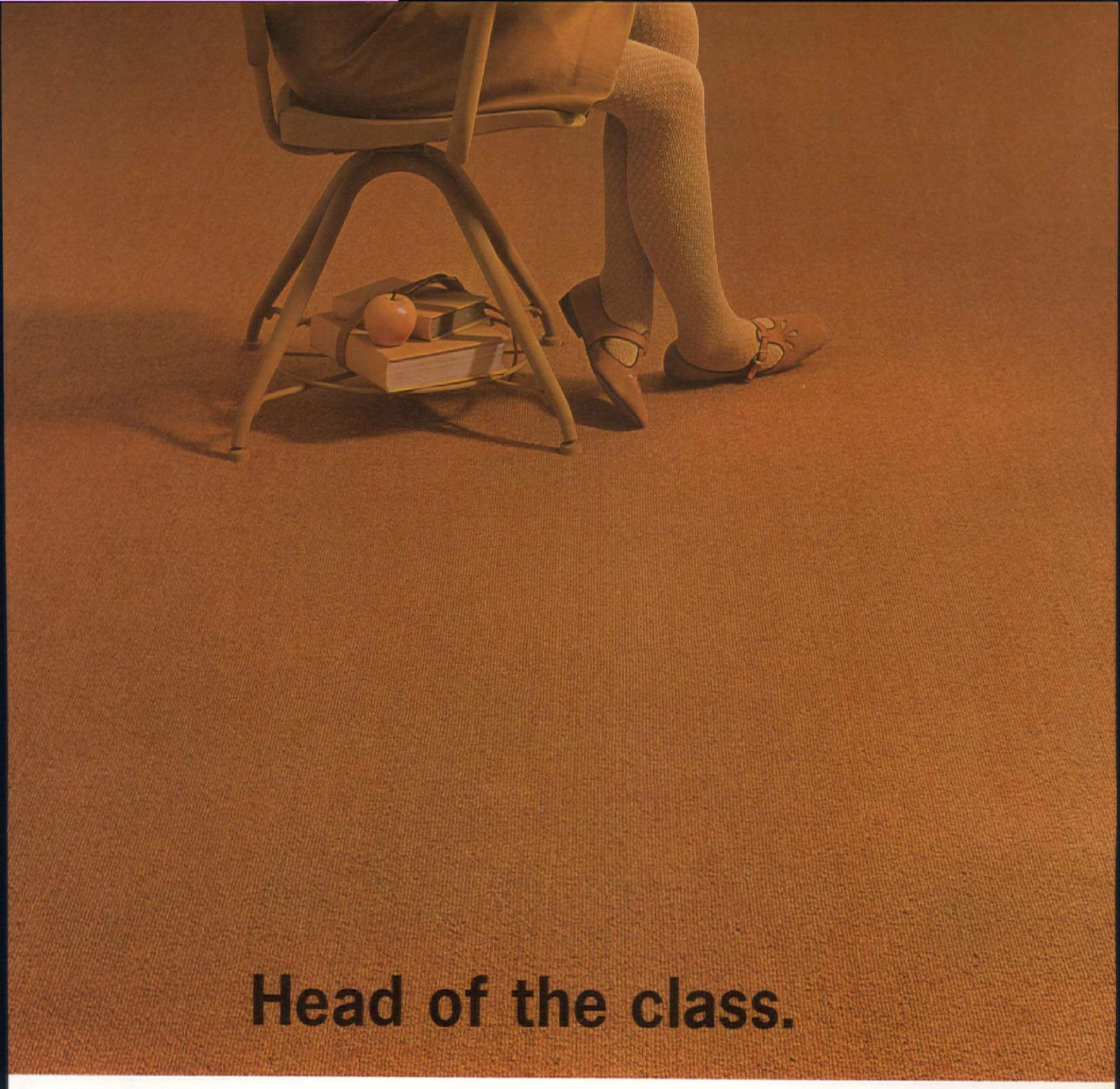
OWENS-CORNING FIBERGLAS

Fiberglas* Beta* drapery fabric solved it.

Illinois Bell Telephone Building: Architect: Holabird & Root. *Fiberglas and Beta are Owens-Corning trademarks. Owens-Corning Fiberglas makes the Beta yarn, not the fabrics.

Circle No. 41 on product information card

Circle No. 42 on product information card



Head of the class.

Now schools are learning what hotels, restaurants, buildings, banks, and owling alleys have known all along. Carpet works.

Everyone will agree that an upgraded environment boosts morale and im-roves working habits. And carpet upgrades environment like nothing else. articularly DIPLOMA, from Painter.

Diploma's ten gorgeous tweed colorations belie its ruggedness. We believe is thick-pile colorful carpet is, ounce for ounce, the longest wearing carpet in e world. And we back that belief with a seven-year wear guarantee.*

This super-dense continuous filament nylon carpet will transform the school nitor's life to one of leisure. And slash floor maintenance costs some 50% while oing it. Also, since Diploma is insulative, the school board can rightly anticipate whack out of the fuel bill.

But, economy aside, the big thing about carpet in the school is the favor-ble effect it has on the student. On his morale and how he feels about the lace where he works all day. Count on him to act better, hear better, and learn ore. Help him step toward the head of his class on a carpet already at the head its. Diploma by Painter.

*rorated on the basis of original purchase price

Painter Carpet Mills • Dept. C
Smith Industrial Boulevard, Dalton, Ga.

Please send free sample portfolio of Diploma swatches in all ten colors, and name of my nearest Painter contract supplier.

Name_____

Address_____

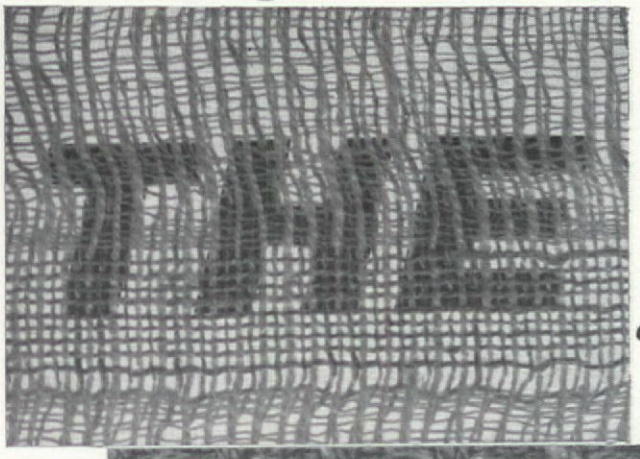
City_____ State_____ Zip_____

Type of Business_____

A SUBSIDIARY OF COLLINS & AIKMAN

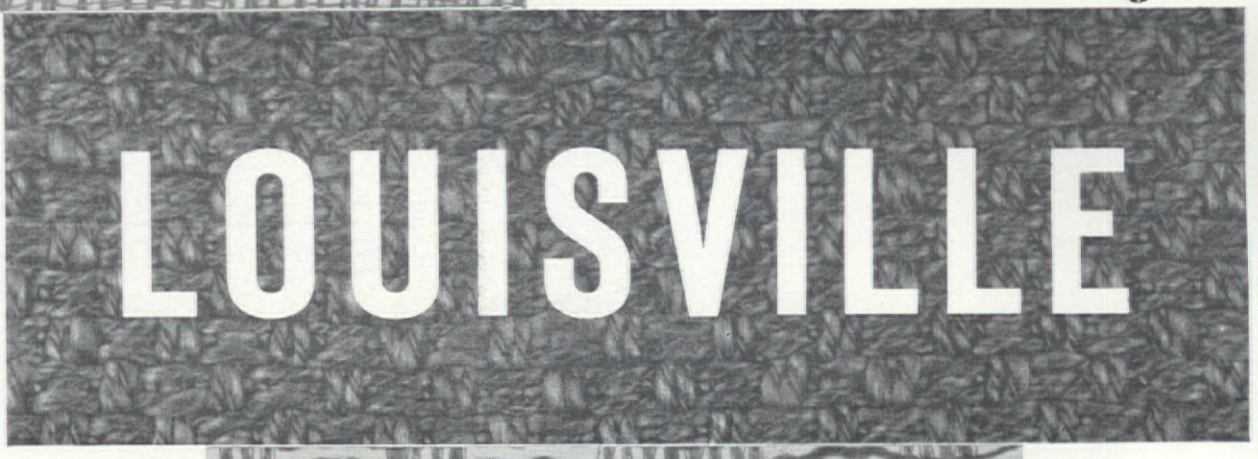
painter carpets

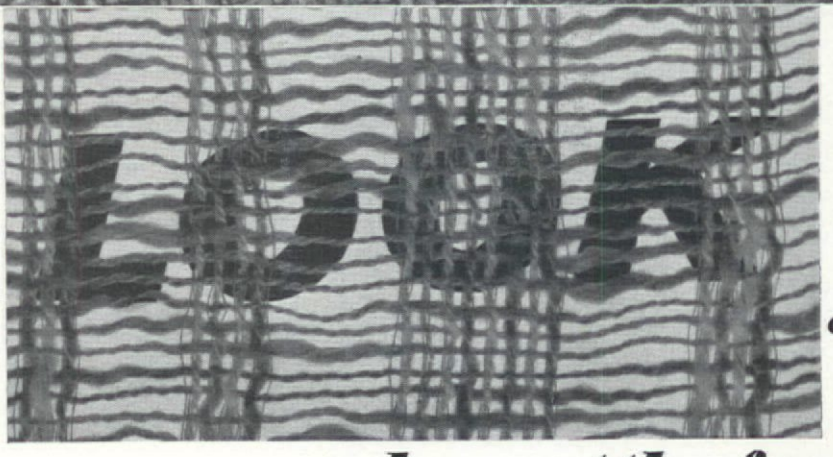
When you can get . . .



a

b





c

why settle for less?

a. Casement - 70% Rayon, 20% Linen, 10% Cotton - 1 color

b. Upholstery - 100% Rayon - Full color range - Bastex Tri-Color

c. Casement - 94% Rayon, 6% Cotton - 10 colors

It's a **timely** look—completely compatible with the decorative modes of the moment, be they Country French, Colonial, or Contemporary, or you name it.

It's a **timeless** look – an inherent quality dependent upon unique textures, designs, colorations and construction not easily imitated. Louisville Textiles, Inc., Executive Offices and Mills: 1318 McHenry St., Louisville, Ky. 40217.

WOVEN DECORATIVE FABRICS FOR DRAPERIES, SLIPCOVERS, BEDSPREADS, UPHOLSTERING and WALL COVERINGS

Chicago	New York	Los Angeles	Boston	High Point	Dallas	Puerto Rico	New Zealand
Space 1911 American Furniture Mart	1804 Empire State Bldg.	Space L-62 Los Angeles Home Furnishings Mart	38 Chauncy St. Room 608	P. O. Box 654	3624 Waldorf Dr.	San Juan, P. O. Box 1243, Hato Rey	A. H. Giles & Co., Ltd. 139 Albert Street Auckland

AVAILABLE ONLY THROUGH ESTABLISHED JOBBERS OF WOVEN DECORATIVE FABRICS

Circle No. 43 on product information card

The #1 show in the nation's #1 showplace

EXHIBITORS

Acco
Acme National
Allied Chemical
Barwick
Bellilah Chair
Bigelow Sanford Carpet
Brite Lite Lamps
B. Brody Seating
Brunswick
Burwood Products
Callaway Mills
L. E. Carpenter
Central Irvel Drapery
Chemstrand
Chicago Hardware Foundry
Clark Casual Furniture
Columbus Coated Fabrics
Commerrial Carpet
Contract Magazine
Crown Products
Crown Rubber
Crown Wallcovering
Cypress Furniture
DeJong
DeLuxe Fabricators
Design-Tex
duCor
duPont
Durawall
Etchings, Inc.
Excel Mfg.
Fine Hardwoods Assoc.
Finesse Originals
Fixtures Mfg.
Frankel Associates
Gasser Chair
General Drapery
General Tire & Rubber
Goodyear Tire & Rubber
Hightstown Rug
Hitchcock Chair
Holland Shade
H-O-N
I. V. Chair
Institutions Magazine
International Crating
Jackson China
Jansko
Kirsch
Laminated Veneers
Luxo Lamp
Maharam Fabrics
Marble Industries
McCordi
Metropolitan Furniture
Menell Associates
Mohasco Industries
Monarch Carpets
Molla
Murphy Bed & Kitchen
Norquist Products
No-Sag Spring
Oxford Mills
Painter Carpet Mills
Pictures for Business
Porter Carpet
RCA Service
Rockland Mills
Royalmetal
Rugcrofters
James Seeman
Segura Studios
Spaeth Displays
Standard Coated
Stanley Furniture
Stauffer Chemical
Stephen Leedom
Stylume Products
Sweetwater Rug
Syracuse China
TechFab
Timbertone
Tree Time
Trend Mills
Tri-Mark Designs
Tropitone Furniture
United Chair
U.S. Vinyl
Virco Mfg.
Virtue Bros.
Albert Voigt
Wall Trends
M. G. Wheeler
Wilmar Lamp
Ralph Wilson Plastics
Winn Anderson Fabrics
Woodall Industries
Lee L. Woodard
Yorkraft

Contract '67

The industry-wide show of commercial/institutional furnishings will occupy the nation's #1 showplace from April 25 through April 27, 1967. A full complement of exhibits—furniture, fabrics, fibers, floor coverings, wallcoverings, fine hardwoods, lighting, accessories, display materials—everything that goes into contract work, produced by major national manufacturing firms.

The New York Coliseum



Join our exhibitors in what will be the most dramatic, hardest-hitting sales presentation of contract merchandise in the industry's history. Exhibits, panel discussions, seminars—attended by thousands of architects, interior designers, institutional buyers, contract furnishers, government procurement men. In short, everyone who has a decisive role in specifying and purchasing billions of dollars of commercial/institutional products yearly.

CONTRACT '67

Sponsored by CONTRACT Magazine

space reservations, information: Jerry Brown, National Expositions Co., Inc. 14 West 40 St., N.Y. N.Y. 212/564-8714

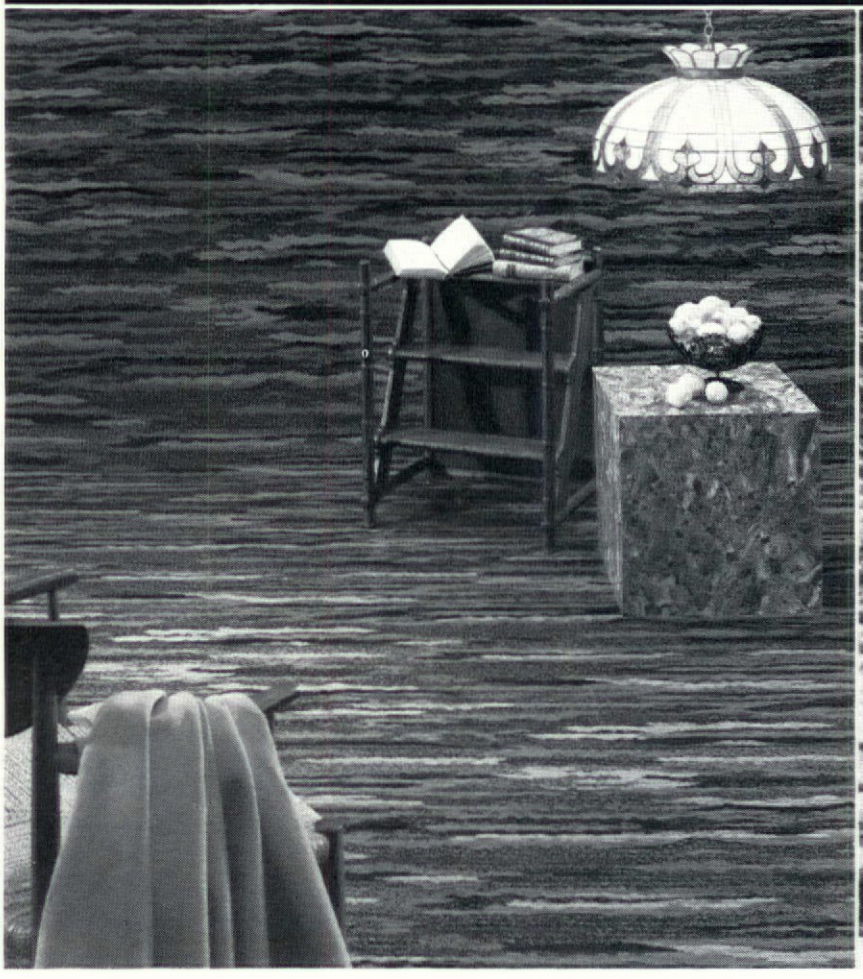
Circle No. 129 on product information card

A new accent in carpeting by Downs

Eye-catching, Conversational, of course.

FANTASY TYME

all-wool wilton pile





The wool mark is awarded to quality-tested carpets made of Pure Wool Pile

Such is new "Fantasy Tyme" in 6 multi-colorations composed into a random design of free-flowing stripings. And such are its characteristics, the luxuriousness of its appearance is only exceeded by the practicability of its construction. The one wonderful carpet which can take the drabness out of public area installations. A jacquard-woven wilton demonstrating our consummate skill for your advantage!

Write for FREE Full-Color Brochure

DOWNS

DOWNS CARPET COMPANY, INC. CONTRACT DIVISION DEPT. C-11-66, PHILADELPHIA, PA. 19134

Circle No. 60 on product information card

Naugahyde® can give you the blues...



or 38 reds to tickle you pink.

UNIROYAL
U.S. RUBBER

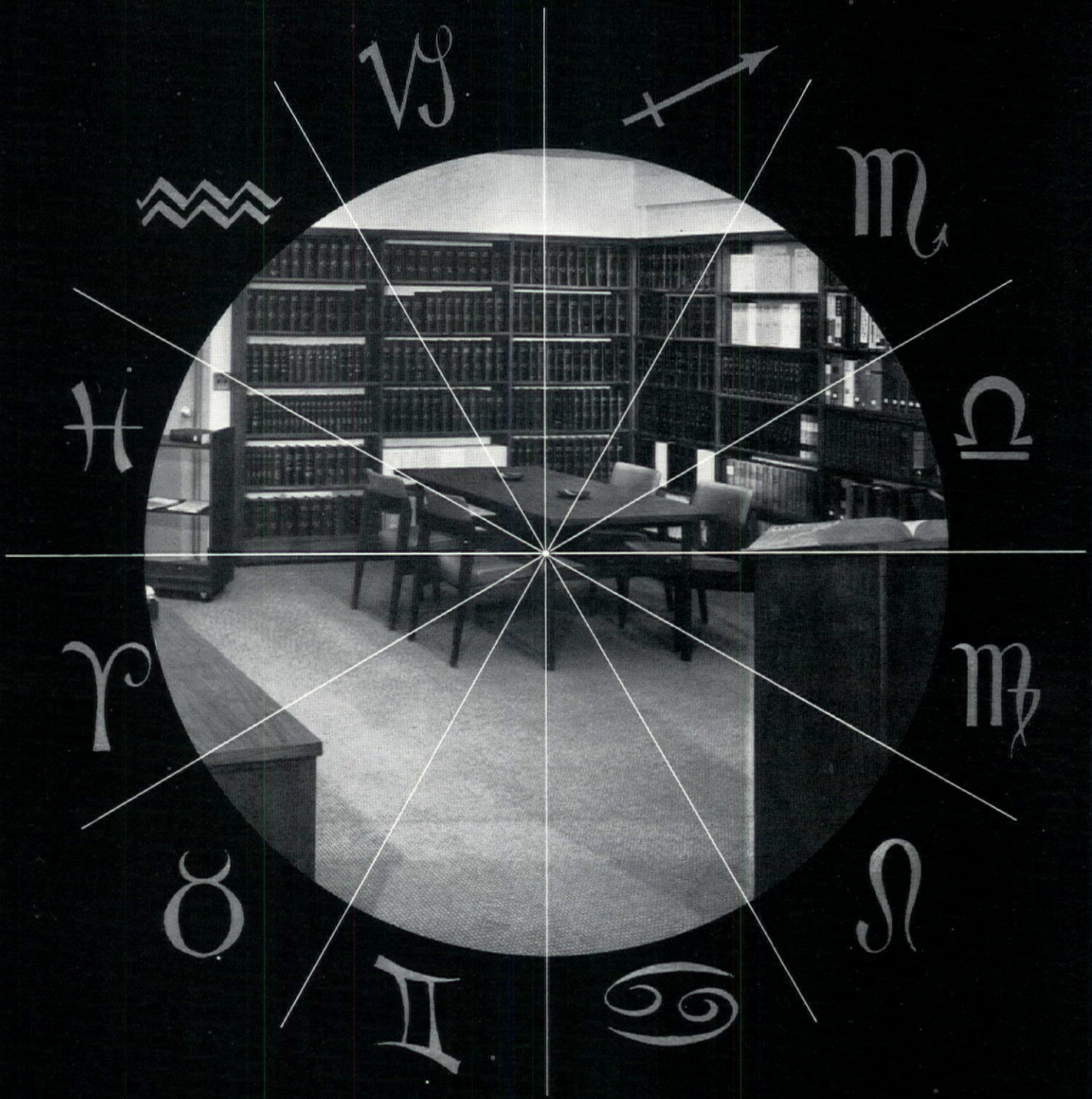
Coated Fabrics Dept., U.S. Rubber Co., Mishawaka, Indiana

Naugahyde®
THE FINEST IN VINYL FABRIC

Circle No. 45 on product information card

Circle No. 46 on product information card →

YOUR HOROSCOPE:



LIBRA **Sept. 24 to Oct. 23.** Don't run with the conformists now. A little daring could pay off. Select from a refreshing new walnut library series from Hardwood House—Libra. Coordinated book shelving, from desk height to 84 inches, magazine shelving, storage cabinets, wardrobe and bulletin boards. Accessories such as book trucks, study carrels, lecterns, and, of course, a complete selection of reference tables. The Libra Series is available in four hand-rubbed finishes. Ideal for professional, executive and faculty libraries and offices.

Send for complete Libra Series catalog and for literature on Hardwood House component wall systems, desks and credenzas. Hardwood House Inc., Dept. A, 10 St. James St., Rochester, N.Y. 14606. It will be one of the day's best decisions . . . according to the stars.

HARDWOOD HOUSE INC.
10 St. James St., Rochester, N. Y. 14606

FABRICS

EVERYONE'S SOPHISTICATED THESE DAYS, BUT "DISTINCTION" IS HARDER TO COME BY; NEW FIBERS, NEW MANUFACTURING TECHNIQUES, NEW PATTERNS ABOUND, ACCORDING TO OUR MAN IN THE TEXTILE MARKET.

BY IRVING LEOS

SOPHISTICATION is a favored word among fabrics sources, when an inquiring reporter digs for trends. The talk is of sophistication in design, with unusual colorings, unique yarns and weaving techniques, and almost unlimited custom effects. And there is comment about sophistication in services, as fabrics suppliers cite the tests they commission, to document fade-resistance, washability, or other bread-and-butter facets of fabrics, for clients whose purchasing is increasingly professionalized.

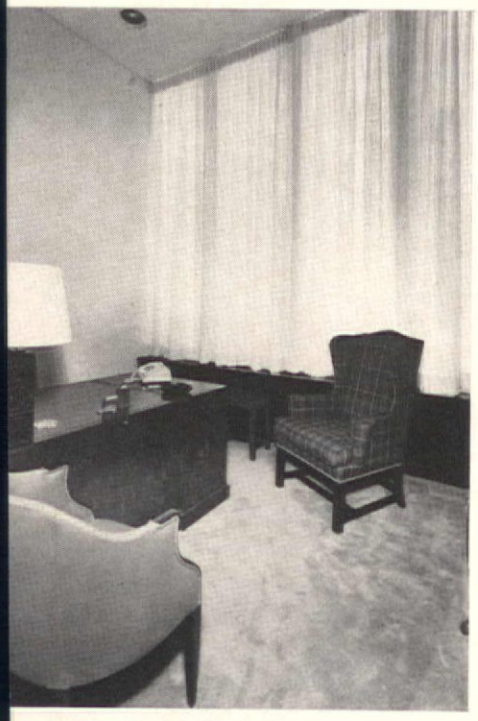
But flameproofing and other-proofing aside, fabrics face up to their moment of truth when the contract designer asks, "What's it look like?"

With sophistication has come individualization. To satisfy the drive for distinctiveness, in which this affluent era permits us to indulge, suppliers of upholstery and drapery fabrics bring out new items by the dozen, in colorways often by the score, making up assortments running into the thousands.

While this article is being read, new fabrics in abundance are being prepared for the marketplace. The contract fabrics field is in no peril of being faulted for lack of variety.

Still, within the textile treasure trove there are components conspicuous by their prevalence, familiar even though in fresh guise. Thus linen prints appear in subtler, perhaps more versatile stylings. Stripes, refined, restrained, and shaded are shown. And still newer twists in texture, added surprises in coloring of yarns, structuring of weaves are brought forth to gain the favor of the contract specifier to win the sale.

By way of obeisance to the gods of technology, let the record show that a drapery fabric produced by the Malimo process (discussed below) now is on the market. Also, an assortment of upholstery materials is available, in which three-color stock-dyed yarns are



For the office of the artistic administrator of the Metropolitan Opera Association (see article beginning page 80) designer Mario Buatta selected a medium weight Owens-Corning Fiberglas casement with a lattice-like weave.

used to produce a random multi-color effect that simulates the appealing imprecision of handwoven goods. Yet its variations are minutely controllable.

The piebald prospect presented by a facade in which vari-hued draperies spatter color about from window to window is the dismay of many an architect. New assistance in maintaining a consistent facade is available in draperies for resort and office buildings.

For the builder or realtor fitting out an apartment house or motel without the aid of an interior designer, there is a new kind of package deal. Furniture, draperies, spreads, upholstery, and carpet have been coordinated for him. He need only specify the scheme of his choice and the yardage of each fabric. The plan includes credit, too.

Contract fabric sources generally agree there is a trend toward upgrading. "Compared to the budget for a big office building, an additional $5 per yard for draperies in executive offices is a trifle," says the contract manager of a well-known fabric house. "Long-term economy carries more weight than it used to," says another. But both agree that price is very much in the picture. Upward movement, yes. Disregard for price, no, except for the upholstery in board chairman's office.

Here are the highlights of some of the newer introductions in contract fabrics:

Maharam offers three basic fabrics featuring chestnut-colored Rovana warps in its Futura collection of Rovana Verels as an aid to the architect seeking a consistent facade. Available dyed, custom-printed, or as is, these are self-lined—the design does not show through on the printed version.

Rayas, described as a new concept in drapery stripes, is a group slated to reach the market late this month. Four Rovana/Verels, each with ten to twelve colorways are included. The basic concept, relating "weights" of colors to widths of stripes so as to balance out any given color combination, was developed by Donald Waterman, instructor of fabric design at Syracuse University, on commission from Maharam. Colorings range from basic earth-tones through the exotics. Hotels, motels, hospitals, and dormitories are seen as users of these fabrics.

A range of Malimo fabrics in Verel, ranging from gossamer effects to strongly defined architectural casements, is slated for introduction in December. The Malimo process, a high-speed manufacturing method only recently brought to these shores from Europe, enables the production of drapery fabrics distinctively different in appearance from loomed textiles, with economy built in. Malimo pile fabrics may be expected in the future.

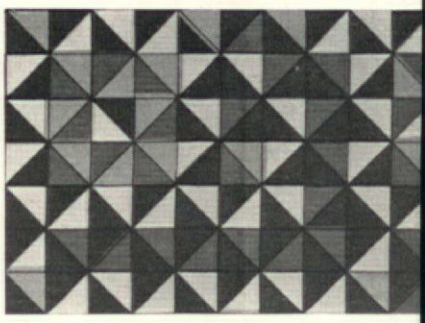
Due shortly from Maharam are eight hand-screened printed designs in a linen-look Rovana/Verel solid weave, each in five or six colorings. These are priced to sell in the range of roller-printed fabrics.

Two new upholstery materials in nylon, one a two-color pronounced miniature window effect—four squares to the linear inch—the other an exotic striae, also are being introduced.

Burlington House's Burlcrest Division has brought a Jacquard damask with two coats of vinyl applied to the back. The first makes the fabric a blackout textile, the second is colored, once again catering to the architect's quest for a consistent facade. Aimed at resort applications, it does away with lining as well as the need for a second pair of draperies. The blackout feature affords privacy to late sleepers, and the color permits planning of an effective facade, in avocado, Persian blue, or gold.

Burlington House is participating with Kroehler, Burlington affiliate James Lees & Sons, and General Electric Credit Corp. in an institutional promotion called Creative Interiors of America, offering a service to contract furnishers that coordinates all fabrics, furniture, and carpeting. Fabrics are from Burlcrest.

Originally set up for the apartment





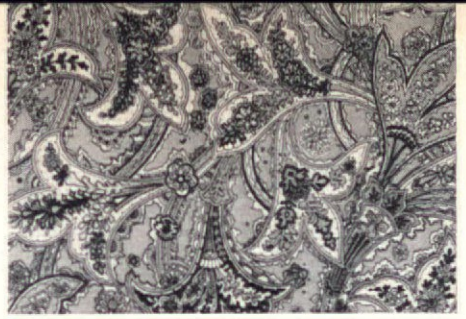
B



C



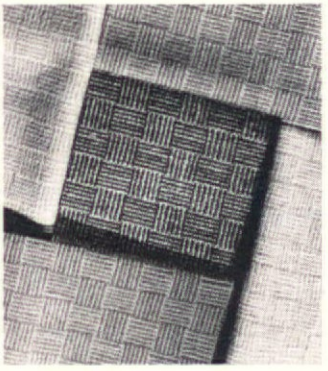




G



K



H





I

L



J



Boussac offers a range of designs from ately Renaissance and formal 18th century prints to bright contemporary patrns, such as Op Art shown. Circle No. 125.

C *From the architectural collection of alamandre are a new drapery fabric (B) a rich, opaque 100% silk with a nubby eave; an exciting upholstery of heavyeight texture (C) a wool/cotton/rayon end in 13 colorings. Circle No. 103.*

Bates' designs spreads for the hoteltel in regal rich patterning, such as the lian Renaissance tapestry effect of lan. Names of the new group hint their vintage: Nottingham, Chambord, Indian Paisley, Isabella. Circle No. 104.

E, F, G *David & Dash experiments with bold prints and vibrant colors on 100% Owens Corning Fiberglas, bringing high style to contract fabrics. Tiberis (E) treats traditional elements in a contemporary manner. Livingstone (F) is a stylish stripe. La Scala (G) is an outsize motif with paisley overtones. Circle No. 105.*

H, I, J *Three striking upholstery fabrics are new from Knoll. Inca (H) evolves from interweaving of alternating color lines opposed in a basket weave, blending yarns of many tones. Morocco (I) has the appearance of coarse linen. Harrow (J) is a three-dimensional geometric. All are available in subtle palettes of 100% wool. Circle No. 106.*

K *A recent innovation in window treatment is the new Milium-backed window shade containing all properties for which Milium fabric lining is noted. Shades are available through Joanna Western, Illinois Shade, and Breneman Inc. Circle No. 107.*

L *Bellingham Damask is an import of 100% cotton from Chicago Fabric Co. in five colorings. Circle No. 108.*

house field, it is being well-received in the hotel market as well. A choice of color schemes for various typical rooms is presented in a large binder, with swatches of draperies, covers, casements, carpet, etc., accompanying each sketch. Conceived as a time-saver at the point of sale, it offers relative exclusivity on fabrics, most of which are hand-printed designs.

Of potential interest to the contract field is a Burlington House development in the residential area, Sheffield 600, described as an aero-cellular acrylic backing that imparts the appearance of a true fabric lining. It is opaque and is said to offer both thermal and acoustical insulation. Draperies made with this backing may be machine-washed or dry cleaned.

Louisville Textiles is marketing eight new upholstery fabrics using stock-dyed tri-color crimped rayon yarns in various blends and combinations. Tri-color introductions thus far feature heavy, bulky fabrics, mostly over 25 ounces. Colorways range from 15 to 50, with a few of the stylings available unbacked for use as spreads.

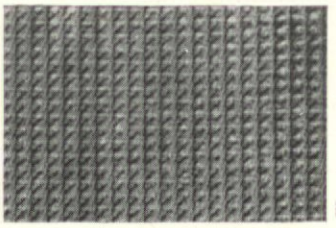
Casements include a linen, rayon, and cotton blend with a heavier, hand-woven look, a few semi-sheers, and some lighter textures. A new casement on a linen warp—part bleached, part dyed, part natural—comes in eight to ten colorways. Another on a cotton warp with a rayon fill features a warp stripe.

Cohn-Hall-Marx offers 12 new designs in Dacron upholstery, said to clean easier than nylon and to have excellent dimensional stability. Among the stylings, available in a dozen colorways, are a pin dot, moiré damasks, stripes, and geometrics.

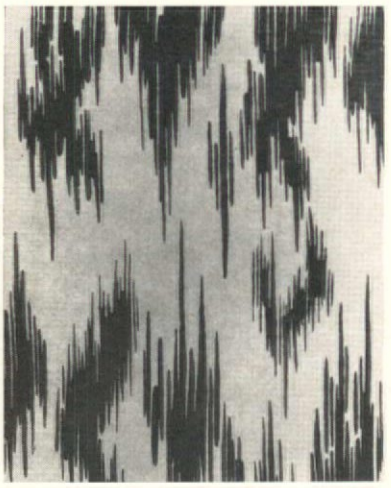
New draperies, mostly cotton, benefit from advances in technology and hand-screen printing. These include Venezia, Lido, Luna, and Troy, supplied with Scotchgard Tri-Set finish for washability. C-H-M's Barry Baron reports that more time and interest is being given to the appearance of bedspreads, which are a big element in bedrooms. Texture effects such as quilting are drawing a good response, in preference to candlewicks, for example, for hotel and motel use.

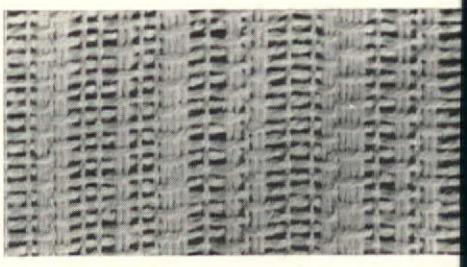
Winn Anderson Fabrics' recently premiered upholstery weaves continue to gain momentum. These include Coverall, a heavy cotton homespun with Zepel, available unbacked for drapery, featuring six true colors. Winweave gains added dimension from its two-tone weave of five yarns in a striated texture. Eight colorways.

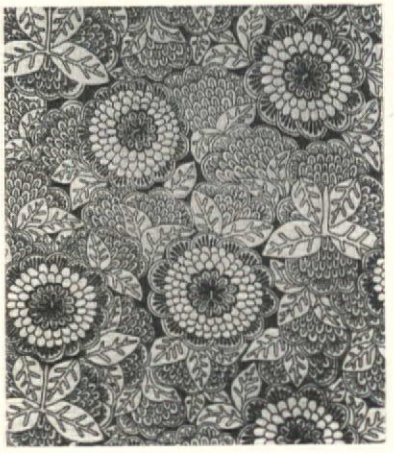

C


D


E


A


F


B

A, B *A striking group of new prints by Franciscan Fabrics include stylized designs such as Strata (A), and Floria (B) both of cotton/linen blends, 54 inches wide. With a minimum of 25 yards, the prints are available in custom colorings. Circle No. 109.*

C *Lattice by Winn Anderson Fabrics, division of Jack Lenor Larsen, is a large scale linen print that coordinates with Chamois, a line of suede-like upholstery fabrics. Circle No. 110.*

D, E *Newest twist in wide wale corduroy is Magic Flute (D), incorporating a cable stitch in the corduroy weave. Tiger tooth (E) is a houndstooth plaid of predominantly silk and wool that comes in a rich variety of colorways, such as Dalmatian, Tiger Eye, Berry red, and fawn. Both are by Winn Anderson Fabrics. Circle No. 110.*

F *Thortel converts Beta Fiberglas into permanently firesafe drapery fabrics in distinctive casement weaves. Shown is Baghdad, an airy, open weave, 45" wide in low-keyed tones of parchment, oyster, pistachio, straw, and white. Circle No. 111.*

G *Wembley, a traditional damask pattern of 100% rayon content, features a medium scale pattern in eight handsome colors, from La France. Circle No. 112.*

H *La France fashioned Pecos, a heavy texture of rayon, acetate, and nylon in a basket upholstery weave, available in ten Scotchgarded colorways. Circle No. 112.*

I *Celina, also by La France, is a new cotton and rayon velvet with an antiqued appearance. Its pattern is overall and woven into the fabric. Circle No. 112.*

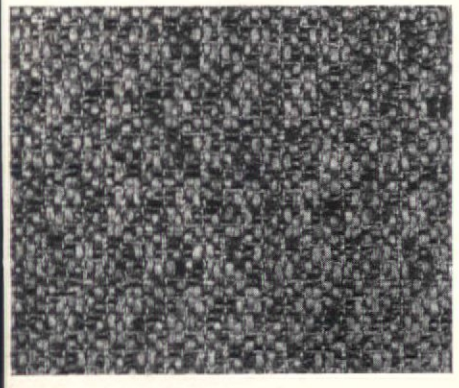
J *Galore, a brilliantly colored floral by Quaker Fabrics, gives the feeling of an airy tropical abstract. Available in 43 color combinations. Circle No. 113.*

K, L *Stock-dyed tri-color crimped rayon fibers in various blends form the basis of a new upholstery line by Louisville Textiles. The extra bulk fabrics, two of which are shown, are offered in from 15 to 50 colorations. Circle No. 114.*

M *Cubist, op, and mod influences are seen in a sprightly print by Kravet Fabrics, one of 15 new designs in both large and small scale. Three geometrics, such as the one shown, are rayon and cotton blends, while others are done on various cotton blend grounds. Circle No. 115.*

N *Eden is an exciting print designed by Alexander Girard for Herman Miller. The stylized bird-flower-leaf motif is printed on a white ground in bold, primitive colors. Circle No. 116.*

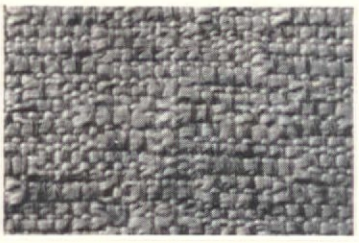




J



K



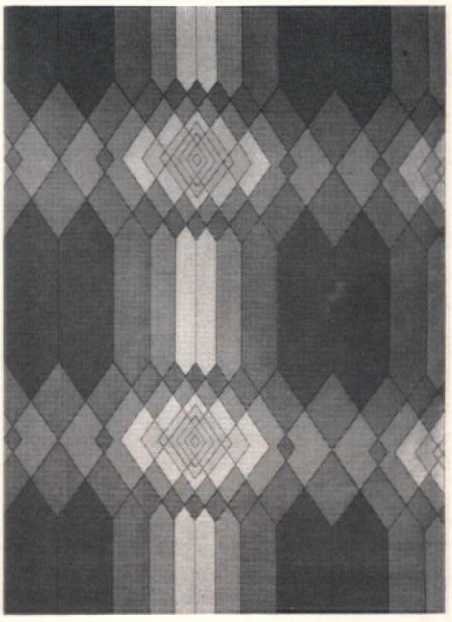
L



I



M



N



Heath combines wool, cotton, and a silk noil for a slightly slubbed effect. Ten colorways. Tiger Tooth is a houndstooth plaid finding favor in masculine settings, though it has turned up in a coat dress. A silk-wool blend with a wool-like look, it comes in many colorings, Dalmatian and Tiger Eye are two.

In the linen prints, Roulette, a motif reminiscent of mosaic, comes in five colorways which coordinate with Winweave. Lattice, a larger-scale geometric, coordinates with WAF's Chamois, suedelike fabrics. A wide-wale corduroy upholstery with a woven cable stitch look is Magic Flute, available in nine colors.

Greeff's offerings include five stylings in linen and cotton plaids, in five to seven colorways, 54 inch width. These are suited to use as drapery, upholstery, bedspreads, and slipcovers.

Six traditional 18th century designs make up the Vintage Damask collection. The medium-scale motifs are on a cotton and Bemberg blend, 54 inches wide, in ten to twelve colorways.

The Eldorado Jacquards are an exclusive domestic upholstery collection, including the following: a rayon, cotton, linen texture; an all-rayon pocket weave; a rayon-cotton damask; a puff damask in rayon and saran; two textured Jacquards; a flame-stitch pattern; a combination flame stitch and floral stripe, and another pocket weave.

Kravet has added a dozen new ombre stripes to its acrylic casements. Each series comes in four or five colors, shading color-to-color from definite stripes to ombre. A wool casement in a vari-colored stripe is being offered, as well as four new Verels with rayon and wool. These are natural-colored, in both lighter and heavier weaves.

New prints include 15 designs in both larger and smaller scales, on cotton and cotton blends, and three new geometrics in spun rayon and cotton.

In upholstery, a rough dozen new offerings in cut velvet and plain velvet are attracting notice, along with textured wools. Matelasses, damasks, and stripes—20 new items all told—round out Kravet's introductions. The firm reports good response to its recently launched assortment of Beta yarn Fiberglas items, and to its fourth volume of linen prints and textures.

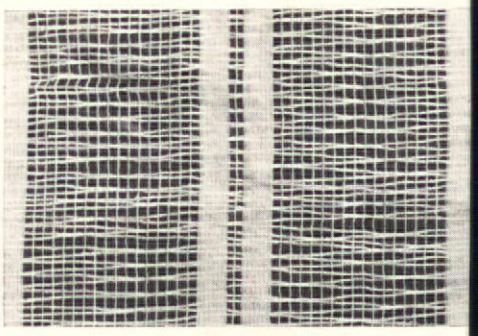
Schumacher offers a variety of new items, including Woodlands, a heavy bouclé added as a basic cloth and a print cloth. Towers is a basic cloth on Rovanette; Allegro is a design on the bouclé: Morocco a motif on Rovalin;

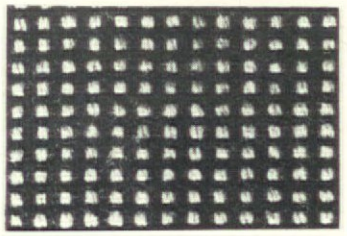


A

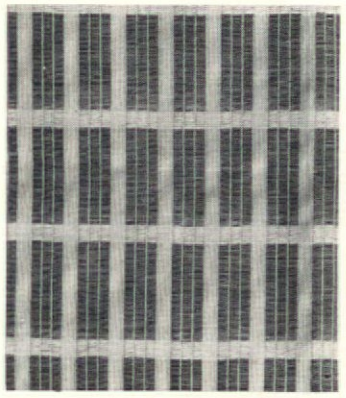


B





D

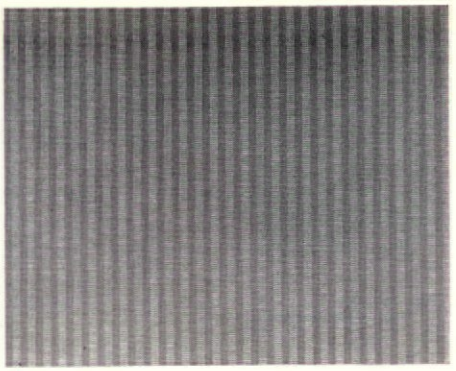


E





G



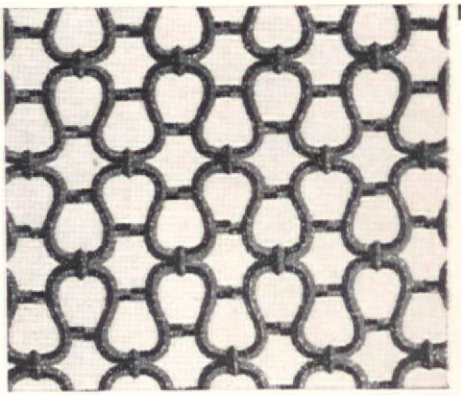
I



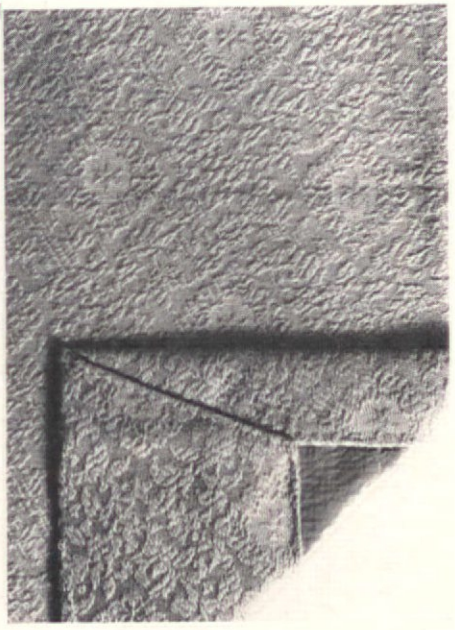
L



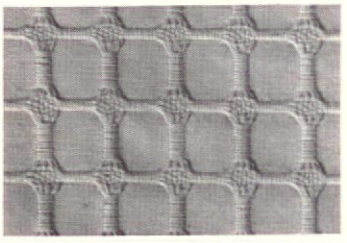
J



M



H



K

A *Mariposa by Greeff is a luxurious damask superimposed on a striated ground of rayon and saran in a "puffed" effect. It is part of Greeff's exclusive Eldorado Jacquard collection. Circle No. 117.*

B *Newest pattern from Payne & Co.'s World Document II collection is Clarisse, a simply stated Jacobean pattern in 4 colorways. Payne developed the collection—a total of 17 patterns—from old documents found around the globe. Circle No. 118.*

C, D, E *Three outstanding new fabrics by Maharam: Endura (A), a basket weave texture of contrasting colors that effects a square polka dot; Everest (B), a bold, architecturally styled casement with a large-scale "string" weave by the new Malimo process; McKinley (C), a traditional casement weave in a beautifully crafted rectilinear design. Circle No. 119.*

F *Delicate French Liette, by Connaissance Fabrics, sprays sprigs of large blossoms across a natural linen or a reed-like printed ground, in subtly colored shades. Circle No. 120.*

G *Cohn-Hall-Marx, known for its unusual vat prints in striking colors, repeats its past performance with Luna, a 100% cotton, in a bold op-ish design. It is treated with Scotchgard Tri-Set finish for washability. Circle No. 121.*

H *Developed for resorts requiring blackout window coverings, a Jacquard damask from Burlington's Burlcrest Division has two coats of vinyl applied to the back, obviating the need for linings while creating a consistent window treatment from the exterior. It comes in avacado, Persian blue, and gold. Circle No. 122.*

I, L, M *Sophisticated stripes, mood prints, and ultra nubby textures are part of the design range at Stroheim & Romann: A textured stripe (I) of dacron and cotton, comes in 7 colorways; the nubby weave (L) is one of a group of luxury-level, 100% tussah silks handwoven in India; San Juan Grille, on thick Belgian linen, is a non-directional design in brown and black. Circle No. 123.*

J *In lush 3-tone color combinations, Crosby is a rugged tweed in the Dimensions Group by Quaker Fabric Corp. It blends acetate/viscose/nylon, and in a broad array of colorings. Circle No. 113.*

K *Part of the Design-Tex fine line of architectural drapery textures, Cotton Crewel has an unusual weave that results in a distintively formal look when hung. Cotton Crewel, in white, is 100% cotton, 59 inches wide. Circle No. 124.*

Echo Leaves and Palmetto are on Rovanette.

Austrian Swag, woven to look like custom Austrian shade, is available by the yard in three colorways, 48 inch width. Banker's Stripe, casement in Verel with rayon and flax, offers the hand of wool in a flameproof fabric. Four-Square is a West German import, a printed rayon sateen with a three-dimensional pattern of concentric rectangles, five colorways.

Brasilia, a tropical motif in five colorways, is a printed velvet with Sylmer finish. Dragon Dance, a linen print with a pattern adapted from a Siamese stone rubbing, comes in five colorways.

Schumacher's Chromabook, Volume I, arranges 342 fabric samples chromatically in a looseleaf binder which fits into a standard file drawer. The chromatic reference of upholstery and drapery fabrics is available for $15. The Executive Group is the title of a new Waverly Fabrics Division book on Rovana/Verel fabrics, available with a book on the firm's Fiberglas collection, for $7.50.

Scalamandre's Architects' Division prefers to describe most of its goods by the term "executive," rather than "contract," since its forte is fabrics for executive areas, rather than small-ticket, big-yardage utilizations. Typical is a textured wool upholstery fabric in 13 colorings, with special colors available at no premium over its luxury-bracket price. Another fabric, a blend of wool, rayon, and cotton, offers a bolder texture.

A new drapery, 100 percent silk, is opaque, richly textured in natural hues, with special colors available. A new casement, 100 percent Scottish wool, features a natural textured yarn which adds sophisticated variety to a seemingly simple weave. In a more moderate price area, Scalamandre has a new assortment of exclusive Rovana/Verel casements designed for architectural applications.

Stroheim & Romann has a new Dacron upholstery group available with Zepel, particularly suited to the hotel and resort fields. A Dacron and cotton stripe moiré comes in six colorings, an inter-coordinated textured stripe in seven. A pin-dot satin is offered in a range of nine colorways.

Traditional damask patterns printed on natural Belgian linen are high-interest items. Primarily monochromes, these are available in custom colorings. San Jaun Grille is multi-colored in a non-directional design.

Chicago Fabric is showing three fabrics: Bellingham Damask, a 48 inch cotton in five colorings, with a 15 inch repeat; Orleans Damask, five colorways, 57 inches wide; and Rhawhurst, 54 inch wide sculptured floral upholstery.

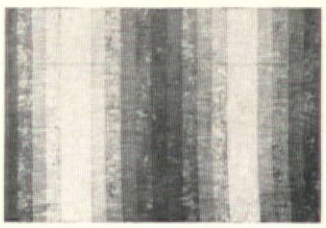
A. L. Diament & Co. offers La Salle, one of 12 designs in its Timeless Classic group; Mirabelle, a 36 inch wide screen print in five colorings; Ruines et Sujets Pompeiens, reproduced from an old Toile de Jouy, in seven colorways. This and Mirabelle may be matched in wallpaper.

Franciscan Fabrics, division of Louma Fabrics, is introducing 35 designs in a variety of colorways. Among these are Antibes, Cadiz, Floria, Hampshire Lace, Strata, Talbert, and Tiffany. While most design motifs are traditional, a contemporary spirit is obtained through the coloring.

Payne & Company's current introduction is the World Documents II collection, 17 patterns inspired by old documents from all over the world. Two are for upholstery, 13 for drapery and slipcovers, and two are dual-purpose.

Among the group: Laurienda, a silk print; Bengal, a crewel embroidery; Majorca, a reversible plain; Marquise, moiré; Mosque, Persian-inspired; Scheherazade, four colorways on a linen and cotton cloth; Clarisse, Jacobean pattern on heavy linen; Lotus Blossom, on cotton. (**C**)





B

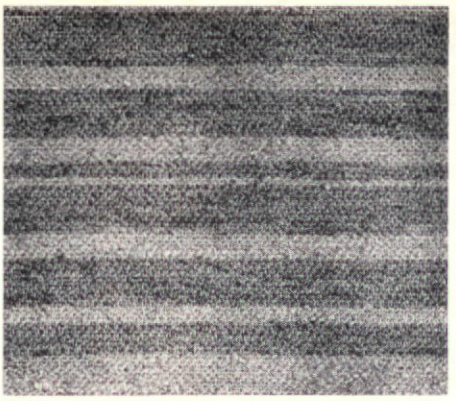


C

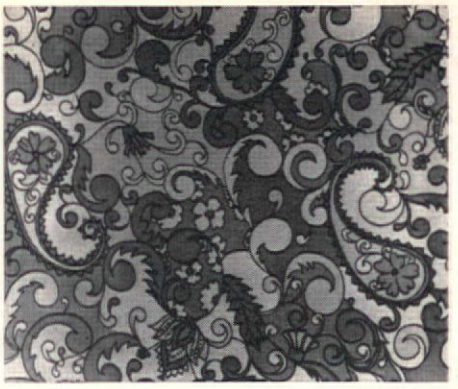
D







G



J



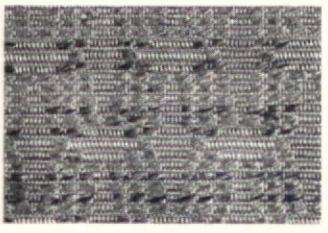
H



K



I



A *Designed by Stephen Tomar for Croydon is Ramo, screen printed on a 48" wide dacron/cotton blend for draperies, and on heavy cotton for bedspreads and upholstery. Circle No. 102.*

B *Introductions by Carnegie Fabrics include a host of new editions in a full range of styles and colorings. In the Montmartre II group is a stripe in vibrant colorways (B), while a traditional design (C) is from Nottingham, a collection of country English inspired prints. Other editions are Milano and River Thames. Circle No. 126.*

D *Waverly Fabrics, division of Schumacher, introduces Brasilia, a striking tropical motif on printed velvet in five colorways. Circle No. 127.*

E, F *Other new items from Schumacher are Allegro, a modern design on a ground of multi-blend synthetic fibers, primarily Rovana and Verel, and Dragon Dance (F), a linen/cotton/nylon print adapted from a Siamese stone rubbing in rich earth tones. Circle No. 127.*

G *Sherbrooke, by Quaker Fabric Corp., is a viscose/acetate fabric in a casual muted horizontal stripe with a wide repeat. Circle No. 113.*

H, I *Other new introductions from Quaker are Lansing (H), a vividly colored tattersal check of upholstery quality, and Westcott (I), an off-beat texture created by spatial arrangement of thick and thin yarns. Both fabrics are synthetic blends in approximately 50 colorways. Circle No. 113.*

J *Tiffany is a delightful over-size paisley pattern by Franciscan Fabrics in cotton and linen blends. Colorways include greens and yellows; blues and greens; blue, gold, and terra cotta. Circle No. 109.*

K *A reproduction of an old Toile de Jouy is named Ruines et Sujets by its recreator, A. L. Diament. It comes in seven colorings, and with matching wallpaper. Circle No. 128.*

THE CONTRACT MARKET: PROBLEMS & PROSPECTS


DIXON


CANON WEST

"The mind cannot absorb what the seat cannot endure." That remark by Canon Edward Nason West might be considered the keynote of the Contract Market Seminar that took place at the National Design Center in New York City last month. In other words, good communications demand good, functional furniture, and since communications are the lifeblood of all business activity, the moral contained in Canon West's witticism should be apparent at once. Both seats and minds were tested at the Design Center's seminar; the two-day program ran from 9:00 a.m. to 5:00 p.m., and during its course the audience listened to and asked questions of nineteen speakers, including the distinguished churchman quoted above. The seminar was aimed at and largely attended by executives of manufacturing corporations, and there was no question that this segment of the contract industry found the program stimulating. On the whole, it can be asserted that although seats were somewhat fatigued, minds were rewarded. Several speakers at the seminar made the point that in the contract field design and merchandising are so closely intertwined as to be inseparable. That is why much of what was said, although prepared for an audience of manufacturers, will be of equal interest to the contract design and specifying community. This is particularly true where speakers discussed the reasons for preferring one type of contract merchandise, or the ways in which performance standards for products had been developed in their particular segment of the industry. The program was much too long to be reproduced in full here, but precis and quotes from salient passages of the speeches are reprinted in this special report.


FASSETT


CEDERBLOM


SPEYER


MRS. McCLUSKEY


WILSON


KETCHUM


HUMPHRY


HUDENBURG


HARPER


ADAMS


JERUE


BUSHNELL


BISCHOFF


FAIRALL

A special report on the intensive studies of the industry presented at two-day program staged by National Design Center in New York

The curse of conformity

Robert S. Jerue

"We find that the role of the office furniture dealer in today's contract market is actually a dual one. One, as a retailer on small jobs and every day bread-and-butter business. Two, as a bidder on larger jobs created by the architect, space planner, or manufacturer. Here the dealer supplies the 'follow-up' and continued services.

"This is an age of conformity. Not only do all the kids look alike—try to differentiate teenage sex these days with one brief glance; the boys are the ones with the beards, I think—but the adults dress alike, live in similar houses, have yards with basically the same plantings, shrubs, trees, etc., do about the same things. They're proud to be average Americans, doing the average things, making the average income and spending it in most average ways.

"Walk into the major offices of America today and see what I mean. Notice the same clean, straight lines—the same lines of desks, chairs, in-out baskets, desk decorations, pictures on the wall—almost all of which look exactly alike. Individuality is frowned upon. Be different and you're suspect of the worst crime today: failure to conform. Everything is set in place just so. Don't you dare arrange in random, or you'll destroy what's often called the crisp, clean look.

"Here I must point out that I am speaking of the general office—the clerical area, the bookkeeping department, in other words the work stations other than the private offices. In most of our new buildings today the private offices, reception areas, conference rooms, and board rooms are well done. There has been an excellent combining of materials and colors. In most cases function and design are both fully developed. My indictment is leveled upon the work offices.

"There's a tiresome, erroneous cliche heard often these days: 'You cannot separate function from design.' If not, how can you justify this sterile looking office that in almost every case fails to be as functional as it should be? It is not at all unusual to have a large office and still have only two kinds of desks—boy desks and girl desks. The girl desks are exactly the same only they have an extension for a machine of some sort.

"Can you imagine walking into a manufacturing plant—let's say it is one that makes steel desks—and as you look down a neat orderly row of identical machines you notice only one or two variations in the design and construction of their machines. Not every person performs the same job. As a result not every man or woman uses exactly the same tools. Why should you or I assume that every office worker does the same job? As a matter of fact, they don't!

"If uniformity were in itself desirable why stop at general offices? Why not have every car look exactly alike? This could be carried into buildings too. For variety's sake, though, let's have hospitals look different from motels.

"Oh, yes. How about the matter of clothes? I expect almost any day now to see a new building with its identical desks and chairs and every worker wearing a neat, sterile uniform that will fit well into our total concept. . . .

"Unless we prepare for tomorrow's market, we are opening the door and inviting our competition to come in. I sympathize with your problem. It is a serious and sticky one.

"I would like to quote from a talk by Bob May of Minnesota Mining & Manufacturing Company dealing with 'The Problem of Collapsed Time and the Shrinking Dollar.'

" 'Everything goes faster now than it used to. Cars, planes, money, kids even grow up faster. And certainly time seems to go much faster than it once did. But all of this acceleration has come upon us so gradually we seldom realize just how great the change has been. To illustrate and explain what I mean by "The Problem of Collapsed Time," let me give you a few facts:

" 'Sixty-five years elapsed from the time the principle of the electric motor was discovered to its first practical application.

" 'A few decades later, the same process, from discovery to application, in the instance of the vacuum tube, took thirty-three years.

"'In the case of the X-ray tube, the gestation period was only eighteen years.

" 'The nuclear reactor, from theory to practical application, took ten years.

" 'Radar, from dream to widespread use, needed only five years, under the stimulus of World War Two.

" 'But then came peace. The transistor was discovered, and *three* years later was in mass production.

" 'Devices for using solar power were operating in space only two years after the principle involved was discovered.' "

Design fees—how should they be handled ?

Ellen Lehman McCluskey

"The most persistent question and the most recurrent topic of conversation at the recent conference of the American Institute of Interior Designers concerned the procedures for handling and charging for commercial and institutional installations. In fact, it has been decided that at next year's conference three days will be partly devoted to seminars and round table discussions of this subject.

"There is no single or pat formula, or set of rules—the demands on the services of the interior designers are continually changing and expanding as more and more industrial projects realize the need for the services of a professional.

"How does one work out a fair financial *modus operandi*? Different methods of charging seem to be more adaptable to particular phases of the work. To my mind the ideal contract would include all three possible ways of charging. That is: one, on an hourly charge; two, on a fee basis; three, on

PROGRAM OF EVENTS

Real Estate	**John Robert White** Vice president and director of James D. Landauer Associates, New York real estate consultant firm
Hotels & Motels	**Jacob S. Fassett** Director of membership services of American Hotel & Motel Association
Mobile Homes	**Edward L. Wilson** Managing director of Mobile Homes Manufacturers Association
Churches	**Canon Edward Nason West** Chairman of the Diocesan Commission on Church Building
Store Planning	**John Adams Fairall** President of Institute of Store Planners
Hospitals	**Roy Hudenburg** Hospital consultant and project manager to architectural firm of York & Sawyer
Libraries	**James Humphry III** Chief librarian of Metropolitan Museum of Art
Leasing	**Roger Alan Speyer** Regional manager of United States Leasing Corp.
Transportation	**Robert Jordon Harper** Managing director and senior partner of Walter Dorwin Teague Associates
Education	**David S. Bushnell** Director of division of adult and vocational research in the U.S. Office of Education
Government	**Dudley C. Brown** Consultant to various government agencies
Government	**Harry A. McArdle** Chief of Purchase for New York City Housing Authority
The Role of the Interior Designer	**Ellen Lehman McCluskey, FAID** President of Ellen L. McCluskey Associates, Inc., interior design firm
Offices	**Robert S. Jerue** President of National Stationery & Office Equipment Association
The Role of the Architect	**Morris Ketchum, Jr., FAIA** President of American Institute of Architects
The Role of the Industrial Designer	**Robert Adams** Vice president of Ford & Earl Design Associates
Contract Div. of Department Stores	**Paul Bischoff** Divisional vice president of Carson Pirie Scott & Co.
Facilities Planning	**Carl E. Cederblom** Principal Consultant in Facilities Planning Department of Ebasco Services Inc.
Hotels & Motels	**Clyde H. Dixon** President of Inn Keepers Supply Co., a division of Holiday Inns of America, Inc.

a cost-plus basis.

"The reason for starting a job on an hourly charge is that, first, it is very often necessary to make a survey of what the competition has to offer, this is especially true in hotel, theater, store work, etc. Second, there are cases where a client may not be exactly sure of what he wants and may want to see several different approaches to his problem. Third, time should be charged if it is not completely possible to determine what services the client will demand or if there is no way to really determine the scope of the job. Fourth, time must be charged for the draftsmen's time at the board laying out floor plans, elevations, detailing construction, designing special furniture, etc. Charging time for drafting usually limits the amount of changes the client or designer will make after plans have been approved. Time should also be charged for purchasing if the client does not retain a professional purchasing agent.

"A fee is based on an educated estimate of how many hours will be spent on the job by various members of the staff plus those of the designer. This fee must be based on past experience in similar jobs. A fee is best suited to the design part of the job and covers the original and final presentation with colored renderings based on actual floor plans and elevations.

"Cost-plus, the third way of charging, is used less than the other two, and is used mainly where the designer does the purchasing and actually finances the job. The unpopularity of cost-plus is the fact that it does not take into account the time spent on the job and would make most budget jobs unprofitable since time must be spent on the job regardless of the dollar purchases.

"At the end of a job when I review the cost accounting, I find that approximately one-third of the time is spent in researching and designing, one-third in drafting and executing those designs, and one-third in budgeting, specifying, purchasing, expediting, and installing merchandise and materials. Lack of know-how and organization of this final phase is the easiest way to lose popularity with the client—this

certainly should underscore the importance of close and effective cooperation between designer and manufacturer.

"The contact between designer and manufacturer is an almost constant relationship throughout the whole job. As most manufacturers do not deal directly with the designer, the choice of sales representative is a very important one. I make no secret that I have favorites among manufacturers, largely due to his salesman having the following important combination of talents: one, keeps me in touch with new products; two, sees that the samples I have are still in production; three, is quick on getting estimates; four, is willing to explore ways of cutting down on budgets; five, is willing to explore possibility of special order; six, can deal with impossible purchasing agents and get the order; seven, will help you expedite orders by telling you whom to call at the plant; eight, is quick to appear on the job for inspection of any merchandise on which there is a complaint. On this last point, one of my greatest beefs is the fact that in most cases although the manufacturer is willing to replace faulty merchandise, he will pay no part of the labor cost of re-installation, which is usually much more costly than the material.

"On the other side of the ledger, the salesman least likely to succeed in my book is the one who, in an effort to make a sale and meet the client's budget, will go directly to the client. He comes up with a cheaper price than the one presented by the designer, making him seem like an inexperienced buyer. The designer then has to waste valuable time proving that 'the great buy' doesn't really exist and usually doesn't meet the specifications that have been set up for the job.

"Now speaking of price, in most contracts the designer has stated he will pass on to the client the best possible discount. Being sure that you are being quoted the right price is the neatest trick of the week with some firms as they seem to have different prices for different people. I am constantly amazed at the fabulous prices granted purchasing agents of large chain hotels—naturally, the chain has the advantage of mass purchasing, but no firms have ever shown me a price list reflecting the points at which volume means lower prices, or the discount becomes 50 plus 10, plus 10, and so on.

"The firms that are most likely to make sales are those that are helpful to the designer in all the phases of the job—the first phase is that of making up budget estimates based on the original presentation. At this point you are trying to find out, within a swing of 10 percent either way, what kind of dollars the client is going to have to spend. Firms with simple catalogs save money, simply because their price lists are easy to understand and they don't have to send in a salesman at this point. Some of you, on the other hand, have so many catalogs and different ways of ordering that even the salesman looks as if he needs an IBM machine to come up with a quick, correct answer to 'how much.' "

Architecture—gains & losses

Morris Ketchum, Jr.

"The art of architecture has, in our time, become a science based on art. To master this art and science, the individual practice of architecture has become teamwork both within each architectural organization and with all the professions and industries concerned with building. Our total profession has become a mature and competent component of this age of technology.

"Something has been lost as well as gained. The new architectural realism, based on collaboration with every element of the building industry, embraces many new production methods and procedures, including the critical path method, which depends on the use of computers. These are all utilized to lighten the architect's work load, not to mechanize his basic goals.

"In spite of all this actual and potential organizational efficiency, the last thing our profession needs is to become a colony of organization men, dealers in economic data and fiscal formulae who can provide everything but the craftsmanship, functional planning, and beauty which should emerge from architectural design. The production of architecture must always allow for individual inspiration.

"To produce the best in architecture, we need the best of building tools. To obtain them, architects and other design professionals must work with the total building industry, including manufacturers, contractors, and labor, to reorganize that industry in terms of today's technology. In spite of a large share of intelligent and progressive leadership, it is still the victim of restrictive practices and obsolete procedures.

"More and better prefabrication and less field assemblage is needed. More manufacturers of separate but related items of materials and equipment must collaborate in the production of overall construction systems. Obsolete building codes must be discarded or revamped to clear the way for progress.

"Building components such as the metal curtain wall, precast stone wall panels, precast and prestressed concrete structural members and systems, lighting and air conditioning systems, prefabricated ceiling and wall systems —to mention only a few—have opened up a new horizon for the construction industry. Out in California, the California School Systems' research project has set a remarkable precedent. The needs of thirteen school districts were pooled in order to broaden the base of ultimate product usage. Then the integrated use of prefabricated structural, air conditioning, lighting, ceiling, and interior partition systems for school buildings made it possible for industry to fabricate and bid on a mass production basis. The advantages of inter-industry collaboration to both industry and architecture were vividly demonstrated.

"I submit that product manufacturers don't need to wait for examples such as these to collaborate in other fields of building, on composite systems which interrelate the products of many manufacturers. What has been done for the automobile industry can be done for the building industry. Nor will this mean mass production of similar buildings. The architect can still use new building components as tools for the production of individual arch-

itecture, but he must know these new building components and it is up to you to bring them to the architectural market. This is a matter of total sales planning, embracing market analysis, product design, advertising, distribution and sales."

Federal procurement procedures

C. Dudley Brown

"The individual responsible for handling a given set of specifications at GSA is coping with so much work at present that specs are running three years in arrears," Brown told the contract seminar. "Federal procurement procedures have not adapted to the complex milieu of the 'outside' world," he said, "observing that in GSA, as in all complex bureaucracies, the organization and its internal workings often overshadow the industry with which it is doing business. . . . Most workers in Federal government," Brown said, "never leave their offices, never see the contract market or the products in it. Thus, government specs are often stagnant, outdated and ill-adapted to manufacturing facilities or to functional requirements." He added that it takes at least a year to get a new product specified.

Writing specs for government

Harry A. McArdle

"Specification writing for a public agency is a task that demands a high degree of skill and tact, plus fortitude to withstand criticism from all sides.

"The difficulty involved in writing a detailed technical specification for equipment items, where minor variations exist between competing manufacturers, is sometimes overcome by including a general description of the article, then listing the names and catalog numbers of those manufacturers that meet the desired standards of quality. Once adopted by the agency's standards body, bids can then be restricted to those makes and numbers on the 'approved list' incorporated in the specification. To assure fairness and equal consideration, all known manufacturers should be invited, sometime prior to the bidding, to submit their products for consideration. This 'approved brands' type of specification has been used successfully for items of equipment such as office furniture, office machines, hospital equipment, and lounge furniture. It has also been used for many items of materials, where there is no existing specification promulgated by a standards body such as ASA or ASTM, or by Federal or State agencies, that covers the item concerned.

"The impression exists in many areas of industry that governmental business is not worth cultivating because governmental purchasing is too price conscious, and does not take quality or service into consideration in making awards. It must be admitted that the laws and regulations that circumscribe governmental purchasing generally require that awards be made to the lowest bidder who meets the specifications, terms and conditions set forth in the bid proposal. Industrial purchasing agents have much more freedom of decision in this area, and may award to higher bidders, if they can justify such action, by giving weight to quality above the minimum specified, or superior performance and service in prior transactions.

"The restrictive laws and regulations that circumscribe the procurement operation in governmental agencies were enacted during an earlier period when the prime consideration was to protect the taxpayer against political favorites of the party in control. They are less necessary today, because governmental purchasing is conducted by career employees, competent to make objective decisions, and adhering to the highest professional standards of conduct.

"Since governmental purchasing agents are restricted to award to the lowest bidder, it is extremely important that the specifications set forth in the bid clearly describe the quality of the article required, in terms that are easily understandable. The specifications should permit competition to the extent required by law or regulation, or by good business practice. Manufacturers of equipment and materials can be of invaluable assistance to governmental purchasing agents by keeping them regularly informed of the improvements in quality that are constantly being made by the progressive elements in industry. We are eager to learn of them, and will bring them to the attention of our operating agencies that use the products.

"We realize that it is a practical impossibility for a manufacturer to keep in constant touch with all governmental purchasing units as they are far too numerous. It has been estimated that there are over 200,000 local units including counties, cities, towns, villages, school, water, and sewer districts and special authorities, each with independent autonomy and procurement powers. It should be possible, however, to keep in personal contact with the larger ones in your area. Other contacts can probably be left to trade magazines or local distributors. There are also the trade shows, such as the one conducted by NIGP at their annual conference. The 1966 Conference will take place shortly at the Commodore Hotel in New York City from October 16 to 19. This type of exhibit permits a manufacturer to contact many potential customers at one location, with a minimum of sales expense."

The store renovation market

John Adams Fairall

"Eighty to ninety percent of all stores are constantly involved in programs of renovation, in connection with lighting, revising selling fixtures, recovering floors, treating walls and ceilings, adding or improving air conditioning, vertical transportation, and changing decor. (Paint, signs, furniture replacement, etc.) The percent of stores that plan to enlarge present facilities, or build new structures is substantial—as far back as 1962 surveys showed as many as 20 percent of the stores studied planned such work.

"There are two basic reasons why this planning for new stores and remodeling will continue to represent



The National Design Center's second Contract Market Seminar—the first was held in 1962—attracted an audience of about one hundred executives of firms serving the contract industry. The two-day program of talks, excerpts from which are reproduced here, was marked by lively discussions from the floor on such subjects as design fees, government specifying procedures, product improvements needed by designers and end-users, plus a host of business and technical problems. On the platform (above) are Jacob Fassett, American Hotel & Motel Association, speaking, and Norman Ginsberg, president of National Design Center and organizer of the market seminar.

large investments. First, merchants face more and more competition from sources never before encountered; they must move to where the buying markets are. Second, with increased operating costs of labor and other services, more efficient, flexible stores must be created to meet the rapidly changing merchandising requirements that occur from day to day."

Churches—examine the local dirt

Canon Edward Nason West

"The great challenge in church building today is that young couples in new housing areas are building churches. What they have the least of is money.

"Since most basic flooring is going to be of concrete, tile, however attractive, may prove to be out of the question. Deck paints are not a satisfactory solution, and to date the waxes available are absorbed unevenly and the total effect is bad. What seems to be needed is a colorless filler which will neither damage the surface nor cause chipping. If radiant heat is used, then the problem becomes more acute.

"Carpeting is a good thing provided there isn't too much of it. I am not speaking in terms of esthetics, but in terms of acoustics. Too much absorbent material around will deaden the music to the point of absurdity. As to the colors available in carpeting, may I point out that good traffic c-nsideration means rolling with the color of the local dirt. A church may well be spotlessly clean on the eve of a great feast, and yet by nine o'clock the next day, look as though a herd of angry elephants had been stomping around. The reason is that the carpeting shows the local dust. What I am saying is that, whatever the carpet color is, it should be a grayish version of a color. It may be dusty-rose, dusty-blue, dusty-green, or beige—it makes no difference what it is as long as the prime mixture is dust.

"The finish on wood paneling, for ecclesiastical purposes, is also a special problem. It must not be shiny, it must not be 'hot' in color, such as redwood, and, it must not look like somebody's knotty pine rumpus room. First, if it is shiny it destroys the effect of the type of lighting which has to be used in buildings designed for dramatic effects. Second, 'hot' colors not only decrease the apparent size of the building but also tend to make it appear cozy. Coziness and dignity are mutually exclusive. Dignity in a building depends on visual coolness and the adroit appropriation of empty spaces.

"On this whole matter of color may I move to the subject of vinyl and cloth fabrics. Kneelers and cushions are more enduring and easier to keep clean if they are vinyl. The colors of use to the church are subject to the same rules as in carpeting. No matter what anybody says, people are still going to use kneelers as footstools. What is the color of the local dirt?

"Lighting in modern churches is conceived as practical rather than decorative. Yet most lighting firms still harbor a notion that good church lighting means pseudo-Gothic period lanterns ('pseudo' I say because the Gothic period didn't have any lighting save flaming torches and candles) with cross-designs puncturing the sides, or crosses dangling at the bottom. The poorer church is served up with parchment or plastic lanterns with Gothic suspenders. All these produce nothing but false light ceiling. They are attention getters—which do about everything but give light. The lighting demanded by new churches is either flush ceiling fixtures carefully louvered or bullet lighting which is directed both down and forward. If any *apparent* source of lighting is desired, it should be thought of purely as a decorative matter—using the lowest wattage lamps available. The real criterion is ease of bulbing. Labor is the most expensive item in all modern maintenance. Labor in small churches is simply non-existent. Bulbs are changed by the clergy or parish members—people who are totally unused to ladders and largely ought not to be on them. The point is this: if there is a cat-walk above the ceiling, the flush-plate lights are satisfactory; if not, they are dangerous. Commercially available

tracks for lowering and raising bullet lights in a fixed position for easy bulbing simply don't exist. Believe me there's a market.

"With these new church buildings one rarely finds a free-standing parish house. What actually happens is that the basement is exposed to multiple use. It must, for church-school purposes, be temporarily partitioned off. The accordion type dividers are available, but what about sliding partitions which can both be soundproof and easily swung out of the way? Tables for parish suppers and such are readily available. They are functional, but they are most incredibly ugly. Need they be? Chairs which can be moved easily are obtainable. Yet in simple fact they are not only ugly (unless they cost a lot) but, what is worse, dreadfully uncomfortable. (I would remind you of the Church's ancient conviction that the mind cannot absorb what the seat cannot endure.) I am not being unduly critical, I am merely trying to point out that there is a great big market waiting for those who will take the young people who are building churches seriously."

The big store contract division

Paul Bischoff

Describing the operation of Carson Pirie Scott's 87-year old contract division, now known officially as Space Design Services, Bischoff asserted that the contract specialist today must render a broad and flexible range of services to the commercial/institutional end-user. "Unquestionably, the basic needs are these: planning and design, procurement and installation of specified equipment, and continuing supply of this equipment and of standardized furnishings and equipment. The reason I sound authoritative is because we have just completed such a reorganization of our contract division and our emphasis changed virtually overnight from a design—oriented merchandising organization to a merchandise-oriented design and planning service with furnishings contracting and supply offered on a strictly controlled basis.

"Our primary service is space planning and design. This professional service covers space analysis and survey, planning and research, interior design, selection and specification of furnishings, administration of bids (if optioned), and final supervision of all space planning aspects of the project. Included also is consultation on graphics and other attendant image factors. Specified furnishings may be put out for bid or purchased through our furnishings contracting facility.

"We offer this service on a fee basis to the consumer directly, to the architect as his space planning arm, and to real estate management. The full environmental potential of a space in terms of visual and functional requirements cannot, of course, be reached without initial imaginative and thorough planning. The final result will also depend primarily on the intelligence and experience with which the initial space planning is conceived. And to be most successful, the planning must include extensive knowledge and experience with merchandise and merchandising.

"Our second service, whether in conjunction with the first or separately offered, is furnishings contracting. This professional service comprises purchasing, expediting, delivery, and installation of specified furnishings and equipment. Specifications may be by Carsons or others, though furnishings contracting is a natural adjunct to our space planning and design. We offer this service on a negotiated basis as against bidding since we believe bidding on our own specifications is unethical. We feel that negotiated purchase is a distinct aid to the specifier and certainly the most satisfactory formula for the client. Too many well conceived projects have been poorly carried out because the successful bidder priced himself into a contract at a loss to himself. A furnishings contractor is entitled to a profit and only with a profit can he perform properly.

"Our third activity, that of supply, represents a continuing service—sales of standardized furnishings and equipment to regular accounts. We operate a special department under this service called builder supply—a very successful agency selling carpeting, major appliances, and model home interior design and furnishings to the home and apartment building contractor. Despite the shortage of mortgage money, this business has grown dramatically in the year and one-half since its inception."

Setting institutional performance standards

Jacob S. Fassett

"The Institutional Research Council (of which AH&MA is a member) has developed performance standards for the guidance of both the institutional buyer and seller. IRC publishes an annual Certified Products List which includes products tested and/or certified to meet the standards recognized by IRC's membership. IRC also sponsors research and will shortly issue a report on carpet wear-life of different types of carpet underlay. Preliminary results indicate that, depending on the type of carpet underlay, carpet wear-life is increased from 9 to 33 percent as compared to using no underlay at all. . . ."

An important development that Fassett mentioned was new a mattress testing machine now in use at Cornell University. It is designed to reproduce accurately what happens to a mattress during the five years of average use in a hotel or motel.

The service and supply gap

Clyde H. Dixon

"Of all the marketing problems facing this industry the one probably giving the greatest amount of trouble is distribution—the 'service and supply gap.' That is what institutional developers have been complaining of for twenty years. There are too many gaps between the time the product is conceived and the time the consumer places it in use. Every time the flow from manufacturer to consumer stops there is a high cost factor. The very fact that we are gathered here today points up the fact that everyone realizes there is a problem. The question is 'How to solve it?' Frankly, I

don't believe we will completely find the answer in twenty years. However, I am going to relate to you how we are approaching the problem in Memphis, Tennessee, through the various divisions of Holiday Inns of America. It is this 'service and supply gap' the Institutional Mart of America proposes to fill.

"How? IMA with more than 240,000 square feet of floor space is now under construction and will be a part of what we hope to be even a larger complex. The purpose is to coordinate several hundred manufacturers into one marketing system with common industry indexes, catalog standards, and coordinated nomenclature that can be defined in machine language. We are faced with the reality of adapting what we are doing today to machine language. We must put our measurement tools on the computer equipment. We must communicate rapidly between manufacturer, distributor, and customer. The device we intend to use in IMA is the IBM 360 On-line Computer. To the layman this consists of an enormous brain unit with terminals somewhere plus transmission lines.

"We cannot buy the theory that it takes eight months to build a stick of furniture. If design and decor are too customized, production costs suffer. Production cannot be based on orders in hand but on long-range goals, industry classifications, and warehouse stock. A manufacturer or distributor who doesn't intend to stick out his neck in anticipation of his market must remain satisified with the business he receives by accident."

Mobile homes — a major market

Edward L. Wilson

"In 1965 we produced and sold 216,470 mobile homes. This year we are currently about five percent ahead of that. This increase is in the face of a decided decrease in general housing starts. Last year, our sales represented 75 percent of all homes of $12,500 and under.

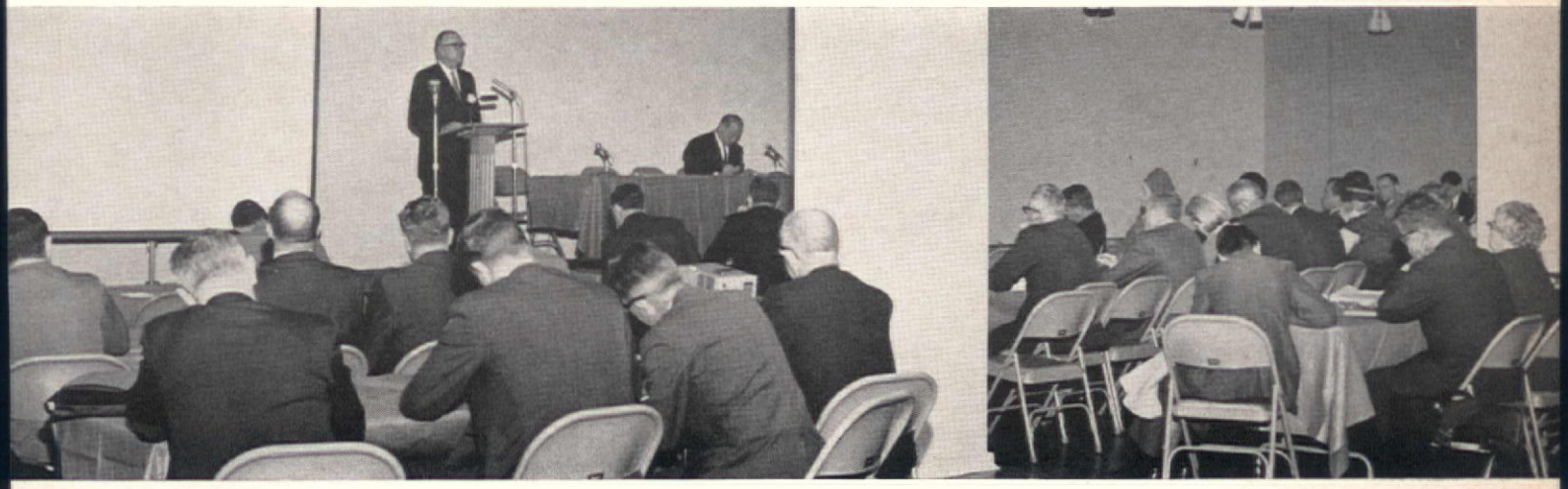
"Our market analysts state that in 1970, if this industry continues to promote, develop parks, and improve its product, we should produce and sell 400,000 units. Why can we do this? Because we are selling to the two greatest growing markets—fifty percent of our sales are to the young-marrieds. These, in general, are customers for the lower-priced products, usually financed for seven years, with from ten to twenty-five percent down. Last year, twenty-five percent of our production went to retirement couples or contracted households. Ninety percent of *these* sales are for cash and are the higher-priced units.

"All of our mobile homes can be sold fully equipped; only a very small percentage are sold without furniture. It seems that one of the major marketing features is that people are so impressed when they can walk into a completely designed unit. Even in the lower-priced units, a young couple can have a choice of French provincial furnishings, colonial furnishings, or contemporary, designed by interior decorators. The furniture is bought by the carload—refrigerators are bought almost by trainloads. One of our major factories can turn out one finished, furnished home every sixty-four minutes. There is no land developer in the country that can produce such a volume."

Hospitals—the market potential

Roy Hudenburg

"The bulk of hospital contract business is going to the imaginative entrepreneur who emphasizes research and development on the one hand, and balances it with educative marketing on the other." Hudenburg stated that years of neglect and obsolescence of hospital equipment and furnishings have compounded a nagging problem, until a herculean effort is needed today. "Coupled with insistent demand for new hospitals to meet the needs of a growing population, replacement and renovation cannot help but greatly increase the contract market potential of the hospital field," he pointed out.

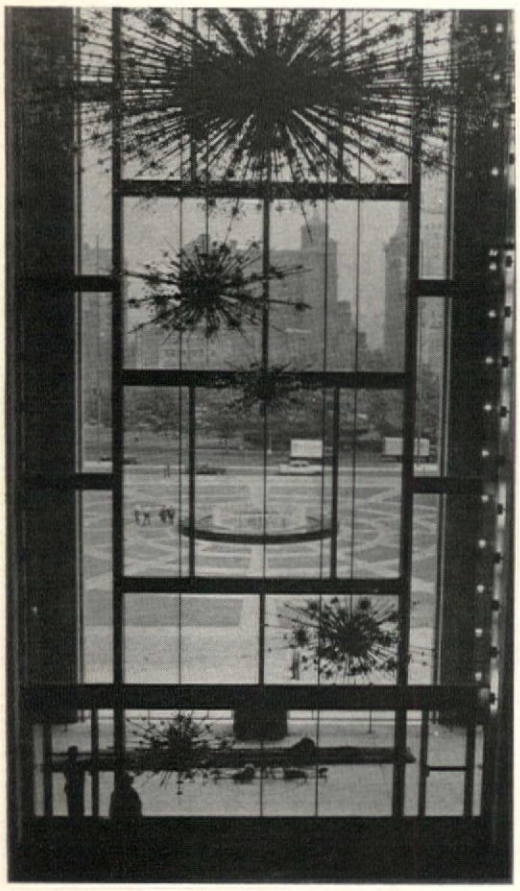


THE NEW MET

THE CONTRACT FURNISHINGS STORY PLAYS AN IMPORTANT ROLE IN THE GLAMOROUS NEW OPERA HOUSE.

BY LOUIS S. BING





THE new Metropolitan Opera House at Lincoln Center, New York City, opened officially this fall in a crescendo of splendor. In construction this great arched hall is a triumph of mechanical efficiency and enduring architectural design. The interior, possessing all the finesse of a masterpiece, is handsome enough to support the galas that have been taking place at the new house, and the materials employed have been chosen with a good eye for both visual impact and appearance retention.

Architecture and interior design were the responsibility of Harrison & Abramovitz, New York City architectural firm. Wallace K. Harrison was architect-in-charge, assisted by Mrs. Edith Queller as interior design coordinator and Herman E. Krawitz of the Met staff as liaison. In addition, several other New York interior designers — Mario Buatta, William Baldwin, Angelo Donghia — were commissioned to create special furnishings for special sections and individual rooms. The Canteen Corporation furnished three restaurants and the bars, in cooperation with the architect, designers, and opera staff.

Such a magnum opus could hardly have been accomplished without problems, in view of the necessary and restricting budgetary limitations and the chorus of voices that registered a cacaphony of viewpoints. Size alone made inflexible demands.

The Met has a seating capacity of 3,788 persons and 175 standees. Its exterior is a seemingly endless 451 feet in length, 175 to 234 feet in width, and 96 feet in height. Not only is there the mammoth main auditorium, there is also a beehive of rooms on many levels: three dining rooms, a smaller theater, foyers, "green rooms," dressing rooms, press rooms, offices, not to mention the many mechanically operated back stages, which can be moved completely, all by push buttons on a master console.

In all-over effect, the interiors are well tuned to the elite "masses" attracted by the famed performances and by the entrenched position of the Met in the musical, educational, and social life of New York. Logistically, the Met is a vast aggregation of furniture, carpets, wall hangings, objets d'art, lighting fixtures, and accessories, surprisingly well harmonized.

The costliest monument to the performing arts in the grandly scaled Lincoln Center complex, the $47 million Metropolitan stands at the head of the huge, fountained plaza. Five, ninety-foot Romanesque arches of travertine marble and glass make up the imposing front of the structure. Through the glass facade, the interior is opened to the public eye, immediately drawn to two magnificent Marc Chagall murals—Le Triomphe de la Musique and Les Sources de la Musique—that adorn the left and right walls of the Grand Tier level. The first dramatic view of the interior in the six-storied grand foyer is the complex of spiraling stairways leading to the various levels of boxes and balconies.

The hallmark of the Met is the traditional, bright opera red carpet in the main foyer and stairways that contrast vividly with the polished white marble trims and stairs of the free-form concrete stairwells. The exact shades of opera red in the lower levels and the darker garnet red in the upper areas were chosen by Chagall.

A single design of two colors woven into a faint pattern in depth achieves durability and a uniform base for style. From area to area there are variations in color, and for best acoustical reception the carpet in the main auditorium is of a lighter density. The carpets were selected by Harrison & Abramovitz from Mohawk Carpet Mills and installed by William Gold. In all, approximately 13,000 square yards of a special weaving in 100 percent wool was ordered after competitive bidding.

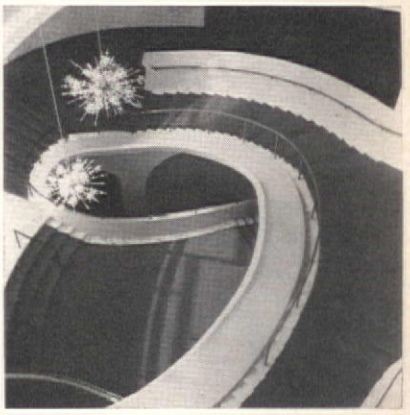
The lobby area contains a magnificent galaxy of crystal chandeliers, a gift of the government of Austria. Designed by Hans Herald Rath, the chandeliers mirror the stars in the night and create an effect of starlight explosion. The Austrian firm of D. Swarovski & Co. specially produced the contemporary crystal prisms with facets cut to capture maximum light. Cleverly concealing all electric bulbs in the prismatic design, the enormous fixtures tend to give light, and not merely lighting.

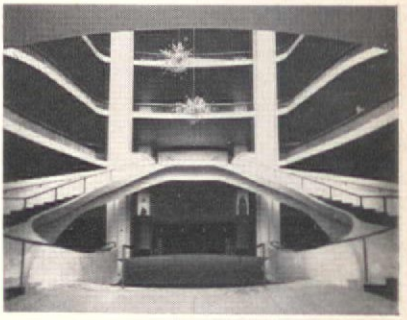
Besides statuary, both modern and classic, the only accessories in the main foyer are unglazed ceramic sand-urns from Architectural Pottery. Dark red plush from LaFrance, made especially light in texture, is cemented to the lobby walls.

There are two smaller supplementary lobbies at the sides of the main foyer, equipped with television screens for late arrivals. These two rooms are simply furnished with modern sofas and chairs in beige velvet,











The grand foyer of the Met is aglow with magnificent crystal chandeliers, opulent opera red carpeting, white marble, and a spiraling stairway that takes on striking sculpture-like configurations from different viewpoints. Two Chagall murals decorate the left and right upper walls of the six-story tall foyer. Thematically in key with the setting, the murals are Le Triomphe de la Musique (far left) and Les Sources de la Musique.





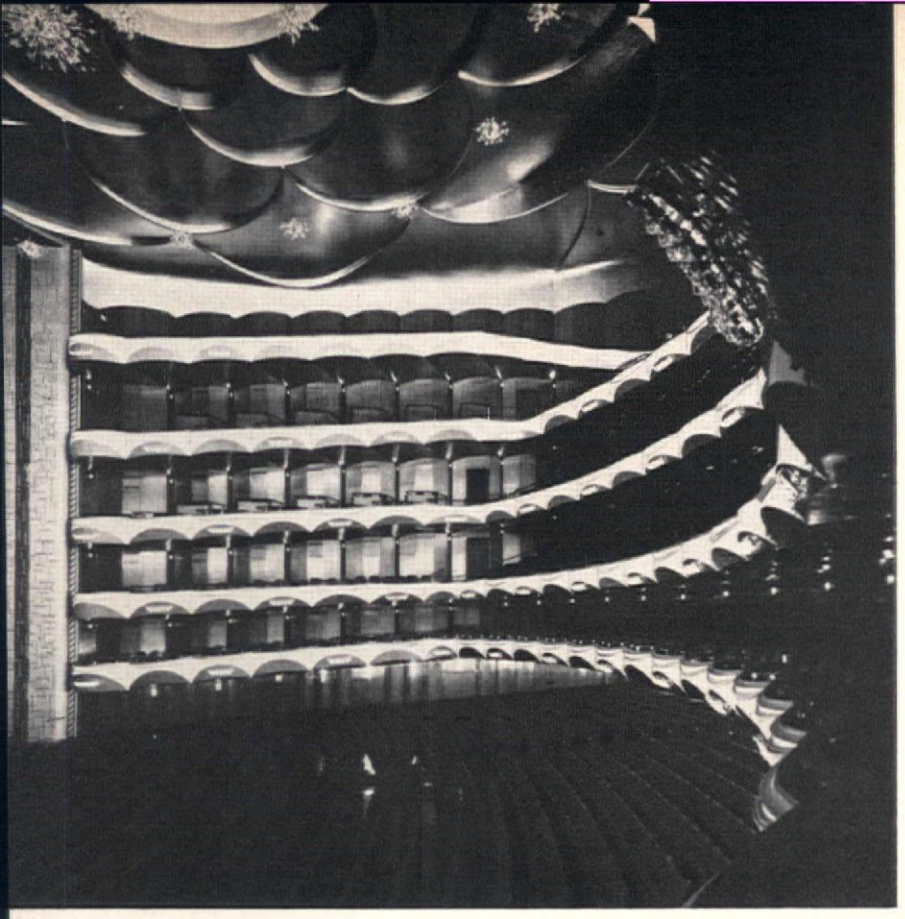


enlivened with an opera red rug and walls to match.

The main attraction of the Met is the auditorium itself. Above the plush, red orchestra seats are five tiers of boxes, forming the world-renowned Diamond Horseshoe. Each level of cream and gold colored boxes represents a traditional floor of the Metropolitan Opera. The parterre (first level above orchestra) houses the large Presidential Box at the center. Succeeding levels include Grand Tier, Dress Circle, Balcony, and Family Circle. To maintain an old tradition, room has been left for standees. Box seats are upholstered in a dot-patterned fabric by Schumacher; orchestra seats are covered in striking opera red fabric by Collins & Aikman.

While its interior retains the warmth and elegance of the old Met, there are significant esthetic and technical improvements, including the total absence of columns that formerly obstructed a clear view of the stage from a number of locations in the old house. The 72-foot-high, shell-shaped ceiling is covered with 23-karat gold leaf, part of the traditional Metropolitan color trio of red, gold, ivory. The circular gold discs on the roof were designed to reduce sound distortion and have thus far proved highly successful.

A key feature of the hall is the new curtain of the proscenium arch, a gigantic 54 feet in width and 54 feet in height. Designed by Harrison & Abramovitz, manufactured by F. Schumacher & Co., and installed by I. Weiss & Sons, these curtains are







A dazzling display of 23-karat gold leaf crowns the 72-foot-high, shell-shaped ceiling of the auditorium, further enhanced by enormous crystal chandeliers, a gift of the Austrian government. Tradition reigns in the new house—the colors gold, ivory, and red reappear in fresh shades; the enormous silk brocatelle stage curtain is different only in its contempory design; five tiers of boxes form the famous Diamond Horseshoe.

100 percent silk brocatelle, in the exact shade of gold as the main curtain at the old Met. The design, however, is contemporary, in keeping with the decor, and has a vertical repeat of about nine feet. The finished curtain used more than 1,000 yards of fabric and took six months to produce on Jacquard looms.

Always of interest in the theatrical world are the private dressing rooms of the stars. At the Met there are eight for single occupancy, adaptable for either men or women; six others are shared by three persons at one performance. Each room contains an upright piano in ebony black. In the single rooms, a linen textured chaise lounge provides rest and comfort, with the addition of a Prague model bentwood chair with nylon cane back and upholstered seat. On the floors of each room are specially designed modern rugs in individual primitive Indian patterns, manufactured in Equador by Olga Fisch.

Other areas designed and executed by Harrison & Abramovitz include the smaller List Hall theater, a gift of the Albert A. List Foundation, and similar in decor to the main auditorium. The Metropolitan Opera board room, paneled in oak by William Somerville, Inc., and several "green rooms" are mainly in conventional modern design. Among the furniture there are Directional sofas and chairs, Risom tables, Lunning imported Danish chairs, and other furniture pieces from other stock resources, as well as rugs from Spinning Wheel.

Other designers were responsible for

special areas and services. William Baldwin designed the Eleanor Robson Belmont Room for meetings, receptions, or sociability. Although this is a large room, it is conveniently divided into three special sections by large screens from Louis Bowen. Principally in the style of Chinese Chippendale or Chinoiserie, there are many pieces of French Regency, Modern, Hepplewhite, and Empire to blend with the magnificent antique Chippendale mirror given in the name of the late Lawrence Tibbett. As a result, a definite warmth pervades this elegant room, really eclectic in many periods of design.

Private offices were designed by Mario Buatta. Originally conceived to give each executive officer the privilege of self-selection, this plan was altered to make Mr. Buatta responsible for a master plan with variations. It is whispered that some "trading" in items occurred after delivery.

Of special interest is the office of Rudolf Bing, general manager of the Met. A man of quiet and somber taste, Mr. Bing chose a theme of brown tones, highlighted with lamps of oxblood and an orange-red antique bench. Working from a Chippendale desk, manufactured by Smith & Watson, Mr. Bing has easy access to huge nine-foot-high bookcases, designed by Mr. Buatta, William Pitt style tub chairs by Wood & Hogan, sofa and upholstered chairs in Arthur M. Lee fabrics of gold wool.

The main office corridor has a Mohawk carpet of bold black and white geometrical design, in the same quality as the master contract of 13,000 yards. There are love seats with citron figured mohair from Brunschwig & Fils, with a simulated lemon tree for accent.

Working offices are largely furnished in desks and chairs from stock patterns of Directional, Ward Bennett, Saybolt & Cleland, Knoll, Kittinger, Zographos, and other sources. They present an interesting variety of styles, moods, and personalities.

Three restaurants, operated and furnished by Canteen Corporation, are in operation. The Opera Cafe overlooks the reflecting pool of the north plaza and serves light refreshments indoors, and also outdoors in favorable weather. The Top of the Met, situated on the uppermost level with a view over Lincoln Center, serves 280 diners and is open to the public. On the Grand Tier level, the restaurant of that name — Grand Tier — serves 180 persons, all of whom must have opera performance tickets for admission.

The Top of the Met is keyed by modern murals by Raoul Dufy, from the play "Ring Around the Moon" by Jean Anouihl. Around the walls in both main restaurants are banquettes from Edelman & Jankow, upholstered in flame red LaFrance rayon velvet stria. Tables with either grained plastic or genuine marble tops are also from Edelman & Jankow, and chairs from I. V. Chair Co. and Tri-Par are upholstered in Schumacher off-white synthetic silk modern fabric. The mood generally is modern and particular attention has been given to efficiency of operations, especially as these restaurants are all at the perimeter of the building with a long service haul from kitchen to table.

A room of elegance and high style is the Opera Club, serving members of the official Met "family." Angelo Donghia, a young man just past 30 years of age, departed from the expected gold and red theme of the Met and created a room of dignity and charm in dark brown-black schemes, with silver and gold offset accent colors. An enormous Russian crystal chandelier manufactured by Frederick Victoria and sconces by Nesle add sparkle. Hepplewhite chairs, specially designed by Mr. Donghia and manufactured by Yale Burge Reproductions, meet in formal style with light brown banquettes in Jack Lenor Larsen's imported French mohair, and sofas of Victorian design by Janet Rosenblum in Scalamandre's satin. This extravagant background was expressly created for beautifully dressed and jeweled women, men in black or white tie, and visiting dignitaries.

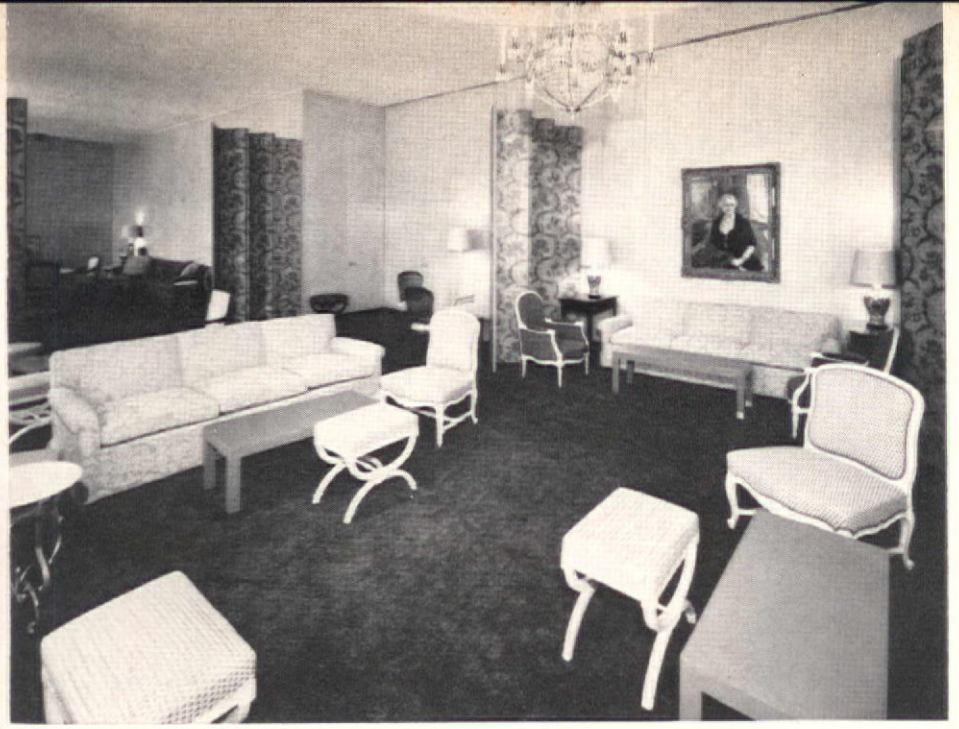
The huge undertaking of furnishing the Met has gathered together valuable art treasures, many sentimental souvenirs of the tradition and history of the Metropolitan Opera Company, and the finest products of contemporary design and manufacture. Many original designs were created to serve special purposes and places. However, in many more instances furniture, wall hangings, upholstered fabrics, and accessories were selected from regular inventory lines of leading manufacturers. (C)

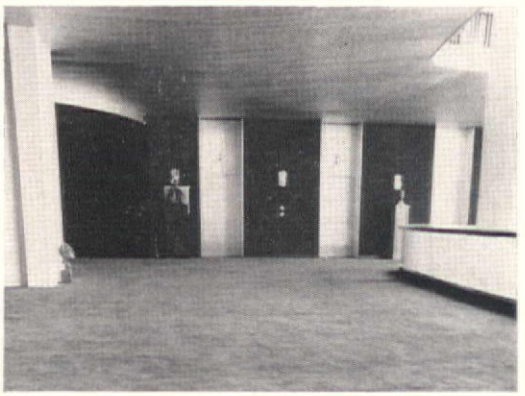




Op art makes its appearance at the Met in the geometric design of the corridor carpet (top) that leads to the general offices (see also page 53). A technical masterpiece is the enormous console, housing all stage lighting controls in its own glass-paneled room in the rear of the auditorium. List Hall (below), a gift of the Albert A. List Foundation, is used as a chorus rehearsal room or recital hall. Its over-all design is in keeping with the main auditorium.







On the Grand Tier, or third level, is the Eleanor R. Belmont Room (above), designed by William Baldwin in an elegant, eclectic manner for meetings and receptions. All upper levels are serviced by banks of elevators (right). One of three restaurants, Top of the Met (below) commands a spectacular view of Lincoln Center from its upper-level perch, where murals by Raoul Dufy (not shown) dominate the modern motif.



SUPPLIERS: METROPOLITAN OPERA HOUSE

GRAND FOYER

Carpeting: Mohawk Carpets, installed by William Gold, Inc.
Wallcoverings: Verti-Plush of DuPont nylon by Verti-Pile Industries, distributed by LaFrance.
Chandeliers: designed by Hans Herald Rath, manufactured by D. Swarovski, Austria.
Draperies: Owens-Corning Fiberglas, by Milton Stern Assoc., Ben Rose.
Ceramic sandurns: Architectural Pottery.
Bronze stanchions, velvet cords: Lawrence Metal Products.

AUDITORIUM

Stage curtain: designed by Harrison & Abramovitz, manufactured by F. Schumacher, installed by I. Weiss & Sons.
Seats: American Seating.
Seating fabrics: Collins & Aikman (orchestra), F. Schumacher (boxes).
Paneling: William Marshall.
Gold leaf finish: Schatz Painting Co.

DRESSING ROOMS, GREEN ROOMS

Furniture: Knoll, Directional, Jens Risom, Frederik Lunning, Harry Vakassian, Stendig, Brickel Eppinger, Avard.
Rugs: Olga Fisch, Spinning Wheel.

BOARD ROOM

Furniture: Edgewood, Brickel-Eppinger.
Wall Paneling: William Somerville, Inc.

OFFICES

Furniture: Smith & Watson, Wood & Hogan, Directional, Ward Bennett, Saybolt & Cleland, Knoll, Kittinger, Zographos.
Bookcases: designed by Mario Buatta.
Carpeting: Mohawk Carpet.
Upholstery: Arthur M. Lee, Brunschwig & Fils.
Draperies: Owens-Corning Fiberglas, by Ben Rose, Milton Stern Assoc.
Lamps: Hansen Lamps.

RESTAURANTS & BARS

Furniture: Janet Rosenblum, Richard Draper, Yale Burge Reproductions, Edelman & Jankow, I. V. Chair
Chandeliers: Frederick Victoria.
Sconces: Nesle.
Fabrics: Scalamandre, Schumacher, LaFrance.
Draperies: Owens-Corning Fiberglas, by Milton Stern Assoc.

ELEANOR ROBSON BELMONT ROOM

Furniture: Timpa.
Fabrics: Brunschwig & Fils.
Curtains: Jofa.
Screens: Louis Bowen.

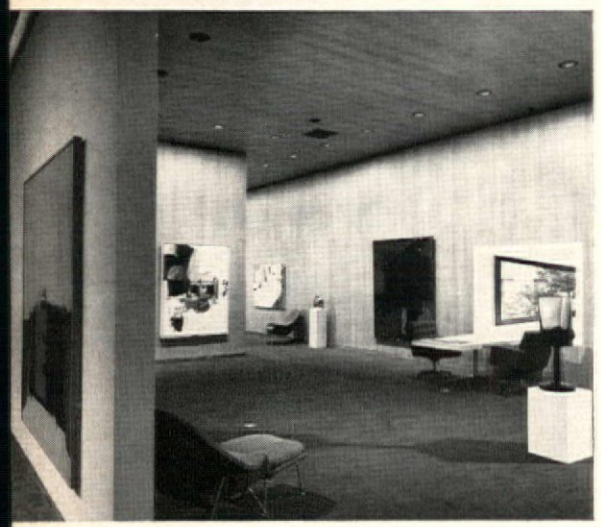
Photo Credits: Sylvania Electric Products—by Joseph Costa; Louis Melancon; Bert Hillebrand.

INTERIOR
ARCHITECTURE
ia

WALL SYSTEM BY BREUER

SOLID YET COMPLETELY FLEXIBLE, 120 PANELS IN THE NEW WHITNEY MUSEUM PERMIT ENDLESS VARIETY OF EXHIBIT SPACES





Controversial facade of new Whitney Museum by Marcel Breuer, and the Gertrude Vanderbilt Whitney Gallery.

The newly opened Whitney Museum of American Art is not only a repository for a notable collection of American art, it also represents a milestone in the annals of architecture as one of the very few buildings in New York City designed by Marcel Breuer, long acclaimed internationally for his fresh approach to contemporary architecture. Although unfortunately building-bound in crowded mid-Manhattan, the Whitney stands out as a positive contribution to the American cultural scene.

Sidestepping its distinctive architectural design, which has already been picked apart and rebuilt phrase for beam, there is much to be said for Breuer's innovative use of interior space. Seemingly conventional in that the spaces are rectilinear, the display technique at the Whitney revolves around an ingenious portable wall system that grew out of the basic design concept of the building itself.

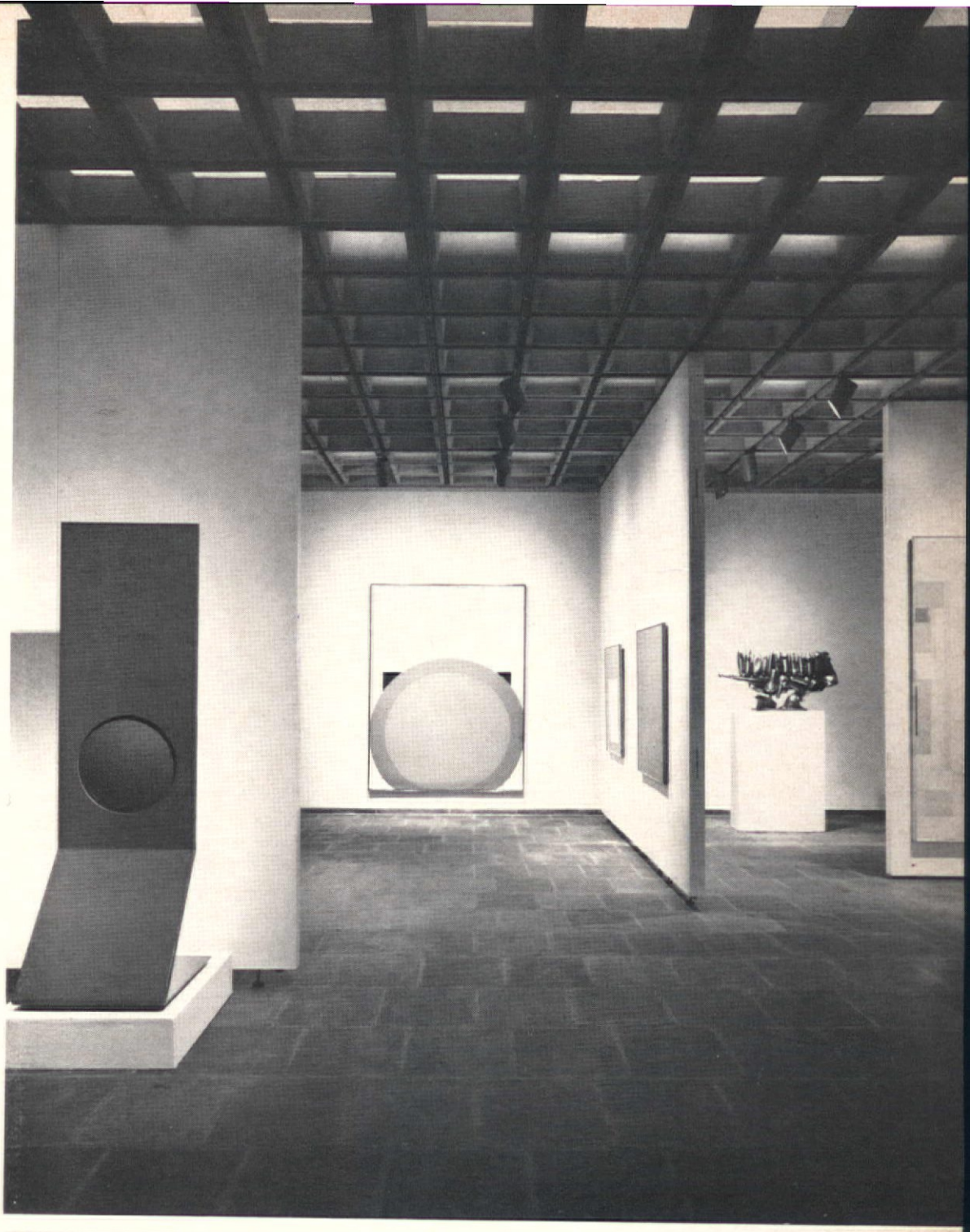
Designed by Breuer and then engineered to specification by U.S. Plywood, the relatively light and warp-free portable wall system preserves the building's modular concept and an over-all wall thickness of 4½ inches. Breuer's new architectural approach to museum interiors permits an infinite variety of rectilinear space patterns—from no walls for an open-floor plan exhibit, to a 4 by 4-foot cubicle for the dramatic display of a single piece of art, to larger areas for the exhibition of many artists' work at one time on one floor.

Based on a two-foot module, the system features floor-to-ceiling Novoply particleboard panel sandwiches, with aluminum honeycomb cores. Panels are wedged between a heavy, concrete grid ceiling and rough bluestone flooring. Their alignment is accomplished at the joint line of the two-foot bluestone modules and a corresponding trough in the grid construction of the concrete ceiling. There are 120 of these panels in two sizes: 4 by 12-foot panels for two gallery floors and 4 by 17-foot panels for one gallery floor.

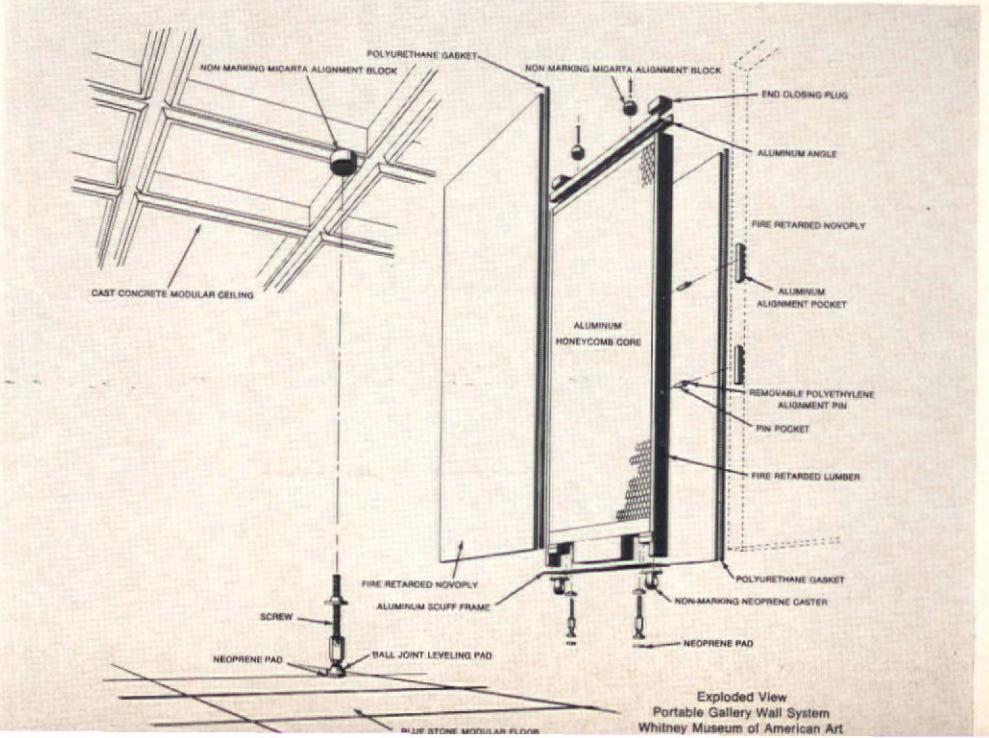
Other components of the wall system include fire-retardant lumber styles and rails; non-marking, Micarta alignment blocks; metal fastening and leveling screws; plastic tie pins and pockets to butt panels.

The panels solve their own storage needs. When not arranged as divider walls on gallery floors, they can be stacked in corners of the gallery or positioned around the room in rows two feet from the outer walls.

A specially designed mechanical rig, operable by two men, transport wall panels in a slightly angular position for installation. The carriage moves on four sturdy casters and incorporates leveling and alignment devices to insure perfect vertical planes and continuity of plane between panels. A locking device prevents movement of the carriage while panels are being positioned. Weight and size of the carriage were controlled for maximum efficiency and at the same time to fit into building elevators. **(C)**



Photos: Ezra Stoller



Exploded View
Portable Gallery Wall System
Whitney Museum of American Art

The portable wall system designed by Breuer grew out of the basic design of the building itself, preserving the museum's modular concept. The walls of aluminum honeycombed core wedges fitted between the precast concrete grid ceiling and bluestone floor permit an infinite variety of rectilinear space. The exploded view of the wall system diagrams the floor-to-ceiling Novoply panel wedges and fittings.

IBD DESIGNER SYMPOSIUM

MUST COMMERCIAL DESIGN BE ECONOMICAL AND DULL?
SHOULD FEES BE BASED ON COSTS, SIZE OF JOB, HOURLY CHARGE?
HOW ARE BEHAVIORAL SCIENCES AFFECTING FURNITURE DESIGN?

The roster of IBD speakers included Kenneth Johnson, vice president of I.S.D., design arm of the Perkins & Will architectural partnership, who discussed the struggle of architect vs. space planner; Charles Deaton, industrial designer and architect of Denver, Colo., provided one of the sessions more enlivened interludes with a speech on the energy of space; Robert Propst, Herman Miller's director of research, broached the subject of the behavioral sciences and its effect on the design of offices, while Robert S. Jerue approached the subject of office design from a tangential angle. Other industry spokesmen were on hand to offer the audience basic answers to more work-a-day problems, such as lighting, color, and display.

THE sixth annual Designer Symposium, sponsored by the Institute of Business Designers (IBD) witnessed a turnout of more than 200 designers and dealers for a program of topical subjects for the professional. Held September 28 and 29 at the Merchandise Mart's M & M Club in Chicago, the program centered on industry issues that have held the limelight of controversy for some time, though several were revived with fresh comments and viewpoints.

Charles Deaton industrial designer and architect of Denver, Colo., digressed from day-to-day problems in his speech on the broad plane of design. His subject, The Energy of Space, stressed space as the most vital element and the motivating force in design today. Deaton called today's commercial buildings "nothing more than clerical shelving systems—totally lacking in humanity." The challenge, he implied, is directed toward the designer to fight the lack of involvement in today's commercial architecture that reflects "no blood, sweat, and tears" by dramatic lighting, texture, and other means open to the interior designer.

Deaton's comments followed a short film clip from a Today Show interview in which photos and models of his residential and commercial structures were shown. While commenting favorably on the few commercial buildings that have individual character, he exhorted designers to aviod the trap—to which architects have fallen prey—that interiors must be economical and dull. The ascendance of art in modern buildings he laid to the complete lack of all other vestiges of humanity in them. Deaton further predicted that the computer would be an "inspiration" rather than an antagonist, ultimately freeing designers from "dreadful uniformity."

By showing scale models in the film, Deaton explained his own "sculptural" approach to architecture, an interest so dedicated that he models all his buildings in clay and wood, while keeping in mind the functional aspects of the structure. Deaton's home, a soaring circular structure perched on a cliff near Denver, has been less zealously referred to as a clamshell, apple turnover, and flying saucer. To the one dissident voice who questioned the practicality of his sculptural approach when involved in production for the masses, he retorted that the masses are composed of individuals—and if that were not convincing enough, he added that his approach to architecture was competitive in cost with less idealistic construction.

State of the profession

Designer Kenneth Johnson, vice president of I.S.D., chose a more pressing industry topic in his Outlook of Total Interior Space Planning, basically, an analysis of the space planner's relationship to the architect and an outline of procedural practices. Johnson noted the increased level of professionalism achieved by designers during the past decade, its immeasurable help in overcoming the architect's initial resistance and the AIA's recognition of the problem and strivings to bring about a closer working relationship between the two professions.

The discussion period that followed Johnson's talk was the most stimulating for the design audience. Up for debate was the question of fees: whether it should be a precentage of costs, a square foot figure, a flat fee, or an

hourly charge, which naturally progressed to a heated argument on the designer's (and architect's) involvement in "buying and selling." Johnson upheld the hourly charge since it compensates for time expended while the percentage of cost technique has become virtually obsolete now that the designer acts as a specifier with the client entering the contract and paying the manufacturer direct. It was further proposed that the design profession develop a Code of Ethics and Standards comparable to that employed by the AIA with provision for appropriate sanctions.

The dealer's role

Developing from the discussion of fees and mark-ups was the highly charged subject of the dealer and his place in the scheme of things. Though Johnson felt that the dealer's greatest value lay in the services he provides the client, some dealers took exception to their being relegated to a role of pure service and the diminished mark-up entailed in this lesser position. As a protective measure, the dealer has been forced to develop its own interior design department, one such charged, to which Johnson reiterated the pitfalls of limiting selection to a dealer's standard lines and stressed that pure design and true objectivity necessitate the choice of the full furnishings market.

Fascinating and far-reaching in its implications was the topic of Robert Propst, Herman Miller's director of research, on the influence of behavioral sciences on the design of office facilities, a research evaluation that prompted the innovations in Herman Miller's own approach to the design of office furniture. The office as we know it today, he proposed, is not necessarily here to stay. Because of the continuous process of change, growth, and evolution within the business world, the office environment must be equally flexible and adaptable to change, he continued. Though we have come to expect that all top management offices be equipped with private corridors, non-functioning desks, lounge set-ups, lush carpeting, and examples of modern art, Propst postulated that the glossy exterior does not



Meehan



Jerue



Deaton and . . .



. . . residence



Steinhauser



Kroh



Johnson



Hutchison



always have the vitality of overcrowded, make-shift surroundings.

Propst gave an example of a new approach to office design undertaken by a Texas firm with a staff of 36,000 and a psychologist as part of top management, which provided facilities according to need rather than position. It was found that a close relationship between people working together is vital to growth, that a greater degree of communication on the executive level, ease of access, and visual exposure bring about a higher level of performance, that despite an avowed desire for privacy, people thrive on human relations and "dry up" when left alone. Fluid, open surroundings, said Propst, provide stimulation.

Psychological reactions

Propst touched upon other areas of concern to office design. In an age of specialization, he noted, since all office behavior is not the same, it may be that requirements for medical offices, research offices, educators', as well as business offices, will call for renewed thinking on the accepted design formulas. He discussed the positioning of furniture, furniture shapes, and the remarkable psychological reactions they induce. He further commented on today's rapid "accumulation of paper." Once a means of disseminating information, paper has now come to retard the spread of information since the enormous build-up of paper—memos, letters, reports, etc.—is more than one person can absorb. The eye provides the best means of recall, Propst continued, and papers out of sight are virtually out of mind. It has been learned that of all papers filed, only 20 percent see the light of day again. This fact, explained Propst, could bring about a major revolution in the design of office furnishings and interiors.

Robert S. Jerue, president-elect of NSOEA, parent affiliate of IBD, and president of the firm of McClain Hedman Schuldt, of St. Paul, Minnesota, also directed his comments to office design but raised the question of the neglected general office area. He called for more attention to the work area, chiding the designer for devoting his efforts to private executive offices, board rooms, reception areas, and allocating limited budgets and minimal time to general office areas.

The psychological implications of setting up an organization formed the basis of the talk by Dr. Otto Kroh of Rohrer, Hibler & Replogle, a firm which deals entirely in the psychological evaluation and development of management and supervisory leadership in business, industry, education and professional groups. Dr. Kroh stressed the need for determining the basic goals of an organization and the reasons why it is important. Each individual, said Kroh, requires a different kind of climate and soil in which to flourish—if the guidelines are clearly established, it is easier to find the right individual for the right job. When this is done, Dr. Kroh stated, both management and related personnel are free to direct their energies toward the major objectives of their company.

Meetings on the second day of the seminar included color and its use in commercial interiors, as discussed by Mrs. Margaret Hutchison, color stylist for Martin-Senour Co. Miss Elizabeth Meehan, color and lighting design coordinator for Sylvania Electric Products Inc. spoke of the need for more knowledgeability on lighting, its effect on color and mood, also recommending a lighting handbook published by the Illuminating Engineering Society, New York, as an important reference to the audience. New developments in lighting were discussed briefly during the question and answer period with "tape lighting" the most dramatic and provocative form.

The art of display

Karl Steinhauser, a former editor with *House Beautiful* and designer for Simmons Co. who recently opened his own firm in Chicago, directed his comments to the Art of Display in the Office Furnishings World. He praised dealers for their advancement of good design in office interiors and furnishings yet cautioned them on indifference to the art of display, thereby neglecting one of the most effective selling tools at their disposal. Though aimed at the office dealer, Steinhauser's ideas and his imaginative approach to display could only benefit the designers also assembled in the audience.

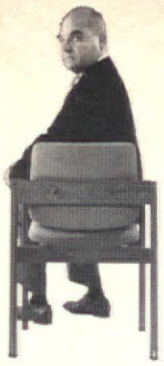
The Symposium was complemented by an exhibit prepared by IBD members entitled "Profiles in Office Design —the Professional Office" that created hypothetical settings for professional business clients. Little more was accomplished by the room settings than interpretations of stereotyped designs that only underscored the urgent need for discourse between the leaders in the design field and the struggling younger profession. (C)



Moselle Meals, president, Taylor Chair Co., moderates at symposium.

Take it from the top...

the right . . . the left . . . the front . . . the rear . . . or Take it from any direction you will. You can't outflank this black-walnut beauty from Metropolitan. A born freestander, it even puts up a brave front from the rear. To complete the picture, touch it up with a lively color or a neatly understated neutral tone from industry's widest selection of in-



stock fabrics. ☐ For the refreshingly original in contract upholstered furnishings, tables, and decorator lighting, we invite you to take our 138-page catalog from the top. Send your letterhead request to Metropolitan Furniture Corporation, 951 Linden Avenue, South San Francisco, California 94080.

METROPOLITAN

IMPORTED FROM SAN FRANCISCO



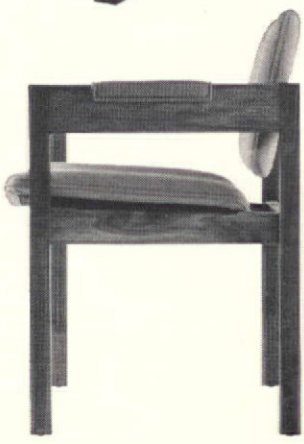






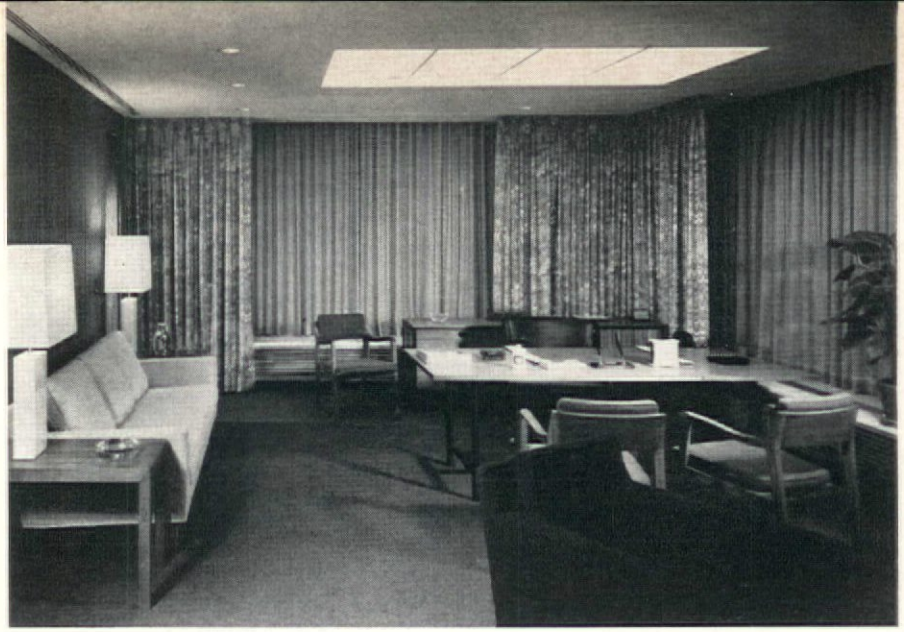






Showrooms: San Francisco, 700 Sansome; Los Angeles, Albert Parvin Co.; Dallas, 450 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232 E. 59th St.; Paris, Poin Care 9495
SHOWROOMS IN MOST MAJOR CITIES

GHK PRESCRIBES FOR STERLING DRUG



Executive suite (above) contrasts teak wall paneling and furniture with colorful print draperies, block lighting with spots.



In executive dining area, natural daylight is supplemented with strip lighting, which cuts across the corridor-like space.

Employee dining room is shown with draperies drawn, serving area closed off.



THE new international headquarters of Sterling Drug Co. is not a bitter pill to swallow. On the contrary, a salubrious prescription of well-blended ingredients has given Sterling a healthy and affluent new look. The catalyst in this case was the interior design/planning firm of Griswold, Heckel & Kelly Associates. When Sterling was faced with the problem of finding new offices in New York City, it brought in GHK to analyze its total needs, from work station requirements right through to the development of prestigious and well coordinated graphics. GHK considered a number of possible locations for Sterling (and later negotiated the lease), before recommending 140,000 square feet of space at 90 Park Avenue.

GHK enlivened the total premises with a contrasting color scheme; ceilings are blue and gold, for example, while carpeting is predominantly blue, with green and yellow accents. Draperies, too, contribute to the colorful scheme. Teak, used extensively in paneling and furniture, establishes a tone of continuity from office to office, starting with the reception room, through executive suites, and again in both executive and private dining rooms. Larger spaces are delineated by specially designed arched ceilings coupled with special lighting effects, rather than by fixed partitions.

In addition to custom designs, GHK relied on quality furnishings to round out the total scheme. These include. furniture by Dunbar; draperies by American Drapery; fixtures by Gotham; carpets by V'Soske, Spinning Wheel, Templeton; upholstery fabrics by Jack Lenor Larsen, Knoll, Boris Kroll; employee lunch room furniture by General Fireproofing. (C)

Circle No. 47 on product information car

GROUP NINE-EXECUTIVE: Risom's special contribution to the executive environment. A collection of furniture attuned to the modern concepts in architectural and interior planning—strikingly practical and handsome furniture—sets a mood for the individual and an atmosphere for executive action. Desks, cabinets, chairs, deftly designed in natural walnut; together with hundreds of Risom fabrics, vinyls or leathers to choose from. Pieces that are individually important—collectively balanced. The Risom Group NINE-Executive planning brochure available on request.

the answer is Risom

Risom **Jens Risom Design Inc.**



Executive Offices:
444 Madison Ave., N.Y.C. 10022.

Showrooms:
Atlanta, Chicago, Los Angeles, New York, San Francisco.

Sales Offices:
Dallas, Detroit, Minneapolis.

International:
Argentina, Australia, Canada, Denmark, Great Britain, Singapore.

mooth, silent, dependable escribes drapery hardware rom MARSHALL McMURRAY, uality-designed with everyne in mind from architect o installer. Need comercial, institutional or resiential? This complete line of drapery hardware is manufactured to give lasting service and quiet, easy operation. You'll notice the difference and you'll find yourself looking up to MARSHALL McMURRAY for all your drapery hardware needs.

1238 WEST FIRST STREET
LOS ANGELES, CALIFORNIA 90026

EVERYONE'S LOOKING UP TO MARSHALL McMURRAY





IMPORTANT DEVELOPMENTS PROMISED AT CONTRACT '67 PANELS

CONTRACT '67, the industry-wide trade show and convention that will be staged at the New York Coliseum, April 25-27, 1967 is bringing its plans for a lively series of talks and panels to completion, it was announced last month by Jerome Brown, director of CONTRACT '67.

Ben Hellman, publisher of CONTRACT Magazine, who will moderate the morning sessions, said that an impressive line-up of panelists and speakers have agreed to cooperate and that the program will include discussions of new space planning techniques, lighting, carpeting, store design, new furniture manufacturing methods and their implications for the designer, the educational crisis in the field of contract design, and an analysis of the new role of the commercial/institutional designer vis-a-vis the architect, the client, and the host of other specialists who enter into today's complex assignments. Other topics will include fee structures, product analyses, Federal and institutional procurement, running a design business, and merchandising orientation vs. design orientation.

The sessions at CONTRACT '67 will provide professionals concerned with contract work with an unequalled opportunity to ventilate their problems and to communicate with each other for a solid three day period. All panels and seminars at CONTRACT '67 will provide ample time for open discussion in order to effect this aim, Hellman stated.

Exhibits on the floor of the Coliseum will open at 12 noon, and the morning hours will be devoted to panels, seminars and talks on subjects of vital interest to contract designers, institutional management and corporate buyers who exercise a decisive influence on the purchase of commercial institutional merchandise. **(C)**

←Circle No. 48 Circle No. 49→



The Low Cost of the Long View

The unparalleled beauty of Hauserman Engineered Wall Systems, such as the Signature partition shown here, reflects an appreciation of value. Their recognized sound control and full function, however, are only part of the story.



A lifetime financial bonus appears on closer examination of the facts. Hauserman Systems are fully movable. The entire wall, or full floors of it, can be relocated, cleanly and quickly, when the need arises. The inevitable interior layout changes, over the life of the building, are resolved at a fraction of the cost of destroying and rebuilding fixed walls. A return of 8% or more each year on the partition investment is the Hauserman movability bonus.



For the full story, write today for "The Low Cost of Quality." The E. F. Hauserman Co., 5855 Grant Ave., Cleveland, Ohio.

HAUSERMAN



Hands Off...

No hands to interpolate in these modern, direct reading Standard-Solari clocks. There are no hands . . . just spring loaded rotating flaps . . . easily readable . . . in keeping with the digital language of today.

Hands off for adjustment . . . once set, this clock needs no adjustment.

Corrects automatically for 28, 29, 30 or 31 day months . . . and also corrects for Leap Year!

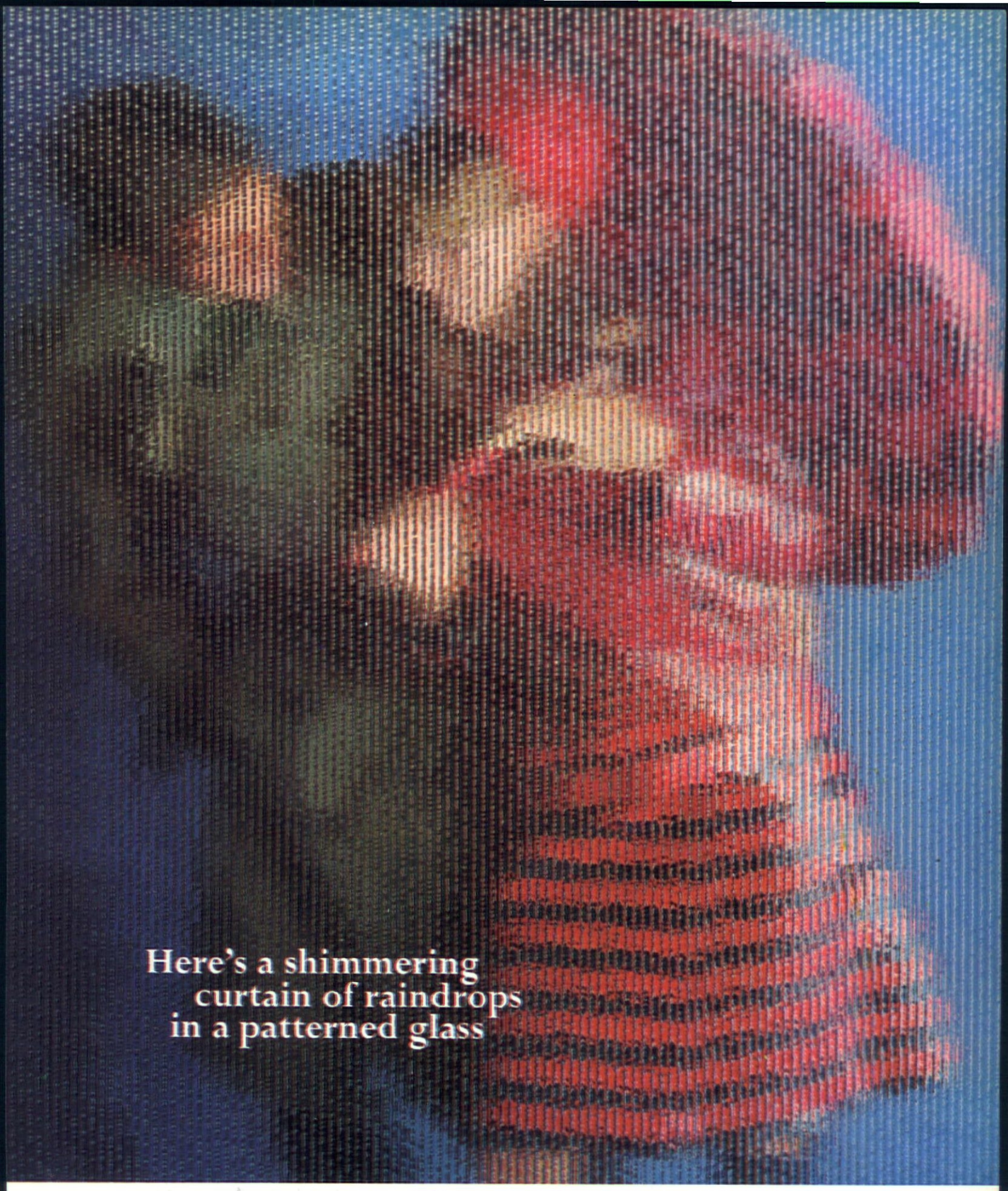
Available in 7 models for desk top, shelf, or wall mounting, with various combinations of hours, minutes, seconds, dates and days.

Now, display time in a dynamic fashion with a clock that blends readily into any architectural decor.

Write or phone for complete details. Standard Electric Time Company, 89 Logan Street, Springfield, Massachusetts 01101.

STANDARD
TRADEMARK

Circle No. 50 on product information card



It comes from ASG, the innovator. It's called Beadex.

Beadex® has a look as cool as rain. Its surface pattern of water droplets sparkles to create a lively decorative effect in walls, windows, panels, partitions, room and space dividers of *every* sort. The Beadex shown here is patterned on one side, smooth on the other. It's also available with a velvety matte finish on the smooth side for added obscurity. Ask your ASG distributor to show you this distinctive patterned glass. Or for more information, write to: Dept. X-11, American Saint Gobain Corporation, P.O. Box 929, Kingsport, Tennessee 37662.

© American Saint Gobain 1966

Beadex patterned glass by... ASG



"Oh, I beg your pardon. I was told to take a look at the new harpet of cerculon. I mean the new carpet of Herculon."

Does carpet of Herculon* olefin fiber stand up under coffee breaks, conferences, high heels and traveling salesmen? Yes. Carpet of Herculon is exceptionally long wearing even under the heaviest traffic. Lab and "in use" tests show that Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Does carpet of Herculon need pampering like secretaries? No. Herculon is the easiest-to-care-for, easiest-to-clean of all carpet fibers. It's so chemically inert, so moisture resistant, stains and soil tend to stay on the surface until they are wiped clean. Reduces maintenance costs to a minimum.

Do clients have to be rich to install carpet of Herculon? No. Herculon can save them as much as $3 per square yard below competitive carpet fibers of comparable bulk and construction.

Does carpet of Herculon look like your clients are rich? Yes. It looks like a million dollars. In beautiful colorfast solids, multi-colors and patterns. And a pile so densely packed, they'll find it hard to believe this is contract carpet. Of course all carpet of Herculon is practically static-free.

Is carpet of Herculon the most brilliant advance in contract carpet today? Yes. And it's available at the best carpet mills in the country.

Who is the young lady in the picture? Chairman of the Board. And for anything else you want to know about commercial carpets of Herculon or for a free copy of the new Architect/Designer's Guide to Carpets of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010.

Is there a carpet that has all the answers? Yes.

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

*Registered trademark of Hercules Incorporated, Wilmington, Delaware for its olefin fiber.

HERCULES

FT66-24

Circle No. 5 on product information card

Circle No. 52 on product information card →



Monarch's new Image Collection won't sell itself—every time.

Sometimes you may have to help a little. Like introducing Image to your most discriminating clients. Almost invariably all you do is write the order. That's because Image is for people of established tastes and preferences. It is the kind of executive office and reception area furniture that doesn't make an issue of your client's position—but leaves no doubt. Image is transitional in the most delightful sense of the word. A true collection with each piece possessing its own individuality and cherished "collector's look." Image offers twenty-five distinctively styled pieces, including executive office chairs, sofas, benches and tables, of offices and reception areas with unlimited variations.

For all the details, write on your letterhead.

MONARCH
MONARCH FURNITURE COMPANY
HIGH POINT, NORTH CAROLINA

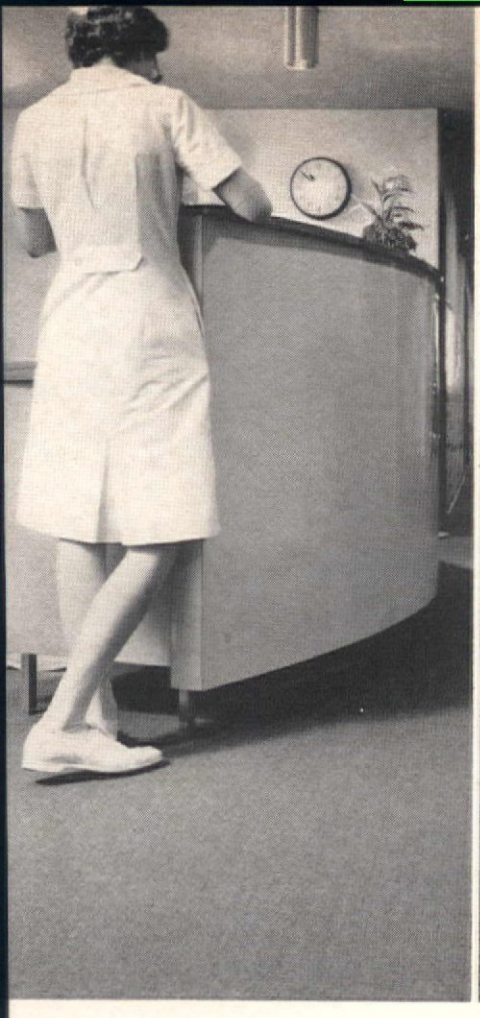
OWROOMS: New York, Anthonsen & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France



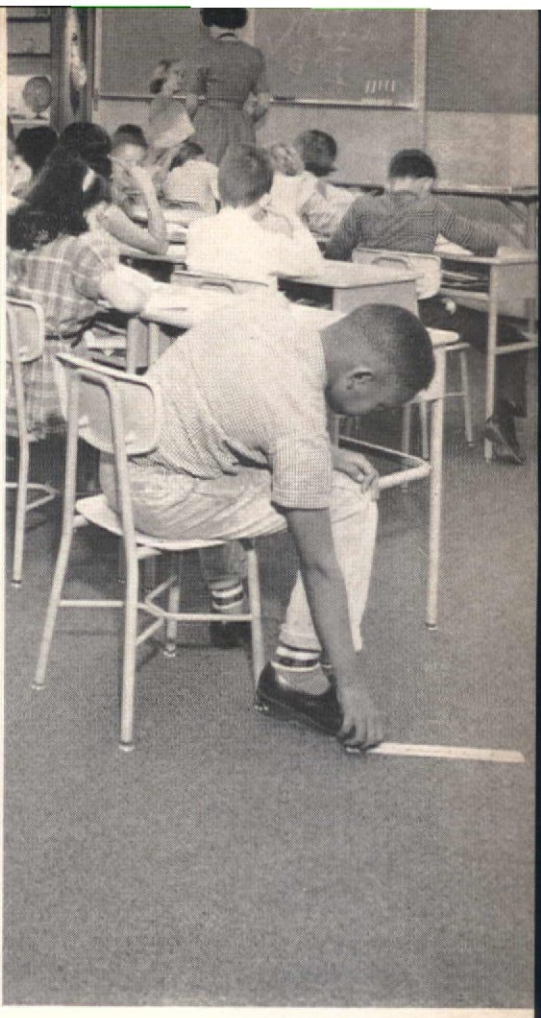
i. v. chair corporation

showroom: 969 3rd avenue • new york 22, n. y. • pl 2-8045

Circle No. 53 on product information card







Here's DENSYLON— the new floor covering that's obsoleted tile and carpet for high-traffic areas

Engineered for commercial use with A.C.E.† nylon

Not only is our revolutionary new DENSYLON* different than any other kind of floor covering—it's *better.*

Better for *every* area of *every* kind of building—schools, hospitals, offices, restaurants (even restaurant kitchens!).

Easier maintenance is one reason. Dirt, grime, or soil can't penetrate DENSYLON's extra-tight-twist, high-density nylon pile. Any kind of spillage—fruit juice, honey, even hot grease—wipes right off with a damp sponge. DENSYLON vacuums clean as new with half the strokes required by carpet. And the savings on never having to scrub or wash or wax a bare floor will pay for a DENSYLON installation in just a few years!

Superb appearance is another reason. DENSYLON comes in a broad range of handsome colors and patterns. It has all the warmth and luxury of carpet—but none of its disadvantages. And, unlike tile, DENSYLON can't be marred, or scratched, or dented. Even by spike heels or heavy fixtures.

For comfort and quiet, DENSYLON is permanently and integrally bonded to a 3/16″ B. F. Goodrich sponge-rubber backing (note—that's *sponge,* not foam.) It carries a lifetime guarantee. DENSYLON can never ripple or buckle. *Big benefit:* when things (or people) fall, they land on a *cushion.*

Finally, there's wear. Or rather, *no wear.* Because *no* DENSYLON *installation has ever worn out.* Even at the G.E. World's Fair Exhibit where 15 million people trudged over DENSYLON. DENSYLON can be put in the heaviest traffic areas without showing "traffic lanes."

CCC is the world's largest exclusive manufacturer of commercial carpet. We make miles and miles of conventional carpet. Every fiber, every construction. For those areas that require conventional carpet, we recommend it. Now we're making miles and miles of DENSYLON. For where tile used to go. For where carpet never could.

We have the industry's largest staff of floor-covering specialists out in the field. One of them will be happy to explain why revolutionary new DENSYLON is making everything else obsolete. Or, we'll mail you the facts. Use the coupon. Now.

**CCC's trademark for its sponge-bonded, high-density nylon carpet*

C C C
10 West 33rd Street
New York, New York 10001 Dept. C-11
Attention: Mr. Oliver A. Wyman

☐ Send facts on revolutionary DENSYLON for following type of structure_____.
☐ Have representative give us estimate on approximately _____ square yards.

Name_____

Title_____ **Phone**_____

Organization_____

Address_____

City_____ **State**_____

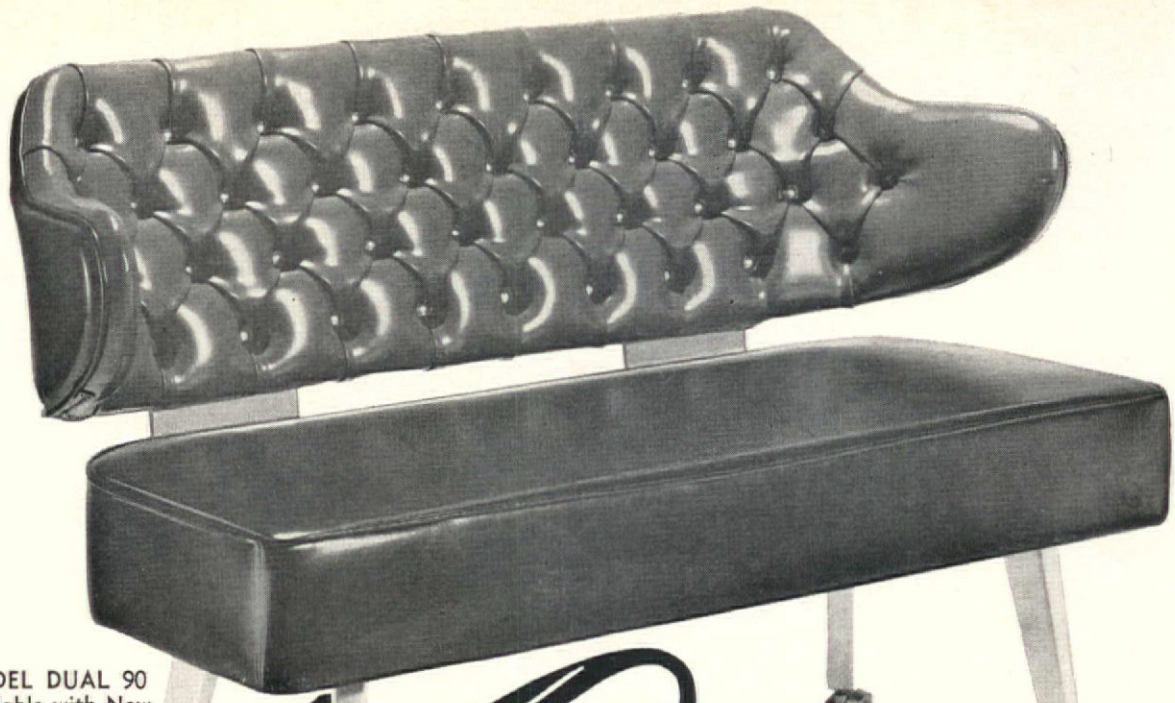
†*Trademark: Allied Chemical Corporation*

Densylon

MANUFACTURED BY **CCC** WITH **A.C.E.** NYLON

Commercial Carpet Corporation, New York City, Chicago. In Los Angeles, **Pacific Commercial Carpet Corporation.** Canadian Affiliate: **C. C. Carpet Co., Ltd.,** Woodstock, Ontario

Circle No. 54 on product information card



MODEL DUAL 90
Available with New
Patented
Pedestal Base

IN A
WORD...

Gasser

INTERNATIONALLY RECOGNIZED
AS MANUFACTURERS OF FINE
ALUMINUM CONTRACT SEATING
FOR . . . RESTAURANTS • CLUBS
HOTELS • MOTELS • COLLEGES
CHURCHES • HOSPITALS • SHIPS
AIR TERMINALS • OFFICE AREAS

EXHIBITING AT NATIONAL HOTEL-MOTEL
SHOW BOOTH 2126-27





MODEL NO.
L-90

Gasser CHAIR CO.
YOUNGSTOWN, OHIO 44505
Showrooms
New York and Dallas

Circle No. 55 on product information card

Circle No. 56 on product information card

To us, extra-long mattresses aren't always longer in inches. We designed Koylon® latex foam to *last* longer. In years.

Firm. Resilient. Lumpless for life.

Years without springs.

The only moving parts of a Koylon mattress are your clients' customers. There are no innersprings.

By eliminating innersprings, we've eliminated the biggest source of mattress breakdowns.

There's no tension to buckle under pressure. Or to snap when the force is too great.

Koylon latex foam can't lump.

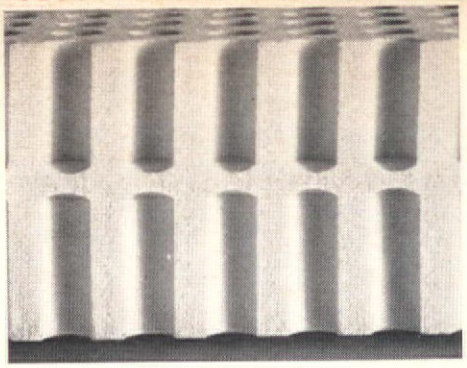
There's no cotton inside to mildew. No sisal or horsehair to ball up under wear.

Rest for the long run.

A Koylon mattress is a single piece of genuine latex foam. Naturally buoyant. And by nature, it keeps its bounce.

Holes run from the top and bottom of the mattress smack into a solid foam center. That gives the mattress stability.

It's 85% air, constantly circulating. That makes it cooler to sleep on.



It stays odor-free for life. Non-allergenic. Bacteriostatic. And flexible.

Send for our support.

It's the best kind to have in a mattress. Equalized support.

There are no pressure points. Support is spread out so that *every* part of the body gets the same firm comfort.

It's like floating.

We make mattresses to make every contract client you have happy. For complete information send us the coupon.

But remember, we measure our mattresses extra long. In years.

Koylon Contract Division
U.S. Rubber Co.
1230 Avenue of the Americas
New York, New York 10020

Gentlemen: Please send me full information on Koylon latex foam.

Name _____

Institution _____

Address _____

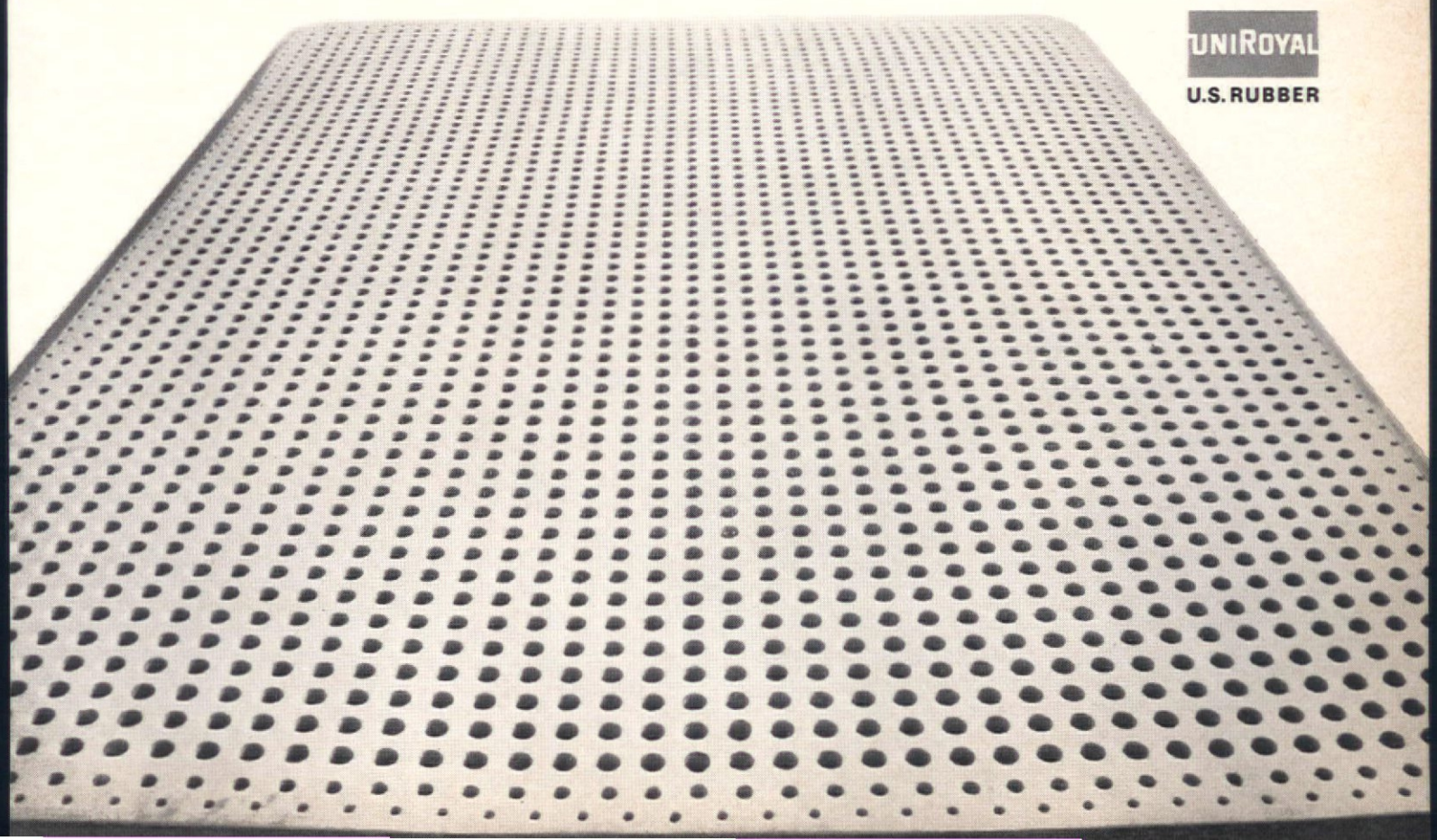
City _____

State _____ Zip Code _____

DA-11

Koylon®

This is the mattress you measure in years.





a perfect fit

Creative application of Madison seating makes the ordinary something superior. Visual pleasure and customer comfort are prime considerations, with the vital plus of years of service built-in. In shoe stores, country clubs, reception rooms or residences, there is a Madison chair for a perfect fit. Madison products can be specified with confidence. May we send you a color catalog?

MADISON
FURNITURE INDUSTRIES
Canton, Mississippi 39046

Showrooms: Dallas, Chicago, Los Angeles, San Francisco, Seattle, Minneapolis and Miami

Circle No. 57 on product information card

What hospital operation cuts out noise?

(The installation of Gulistan Carpet of course)

The Mercy Hospital of San Diego, California, chose Gulistan® Carpet with good reason. The more than 7000 yards of *Charter Oak,* a Gulistan commercial deep loop pile quality of Acrilan® acrylic pile, provides many benefits. Performance Rated* for Heavier Traffic, it cushions steps and hushes sounds, provides the peace and quiet and home-like comfort so welcome to patients and personnel. It provides non-slip safety. All this plus easy care and low maintenance costs. Ask for the complete Gulistan story, and see our catalogue in Sweet's Architectural File #13L, A.I.A. File 28.

GULISTAN® CARPET

*TM JPS & Co., Inc.

At Mercy Hospital. Gulistan Carpet of Acrilan offers many advantages.



Gulistan Carpet Division, J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N. Y. 10016

Please send me the whole story on how Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost to hospitals. Include free samples of Gulistan Carpet.

Name_____

Hospital_____

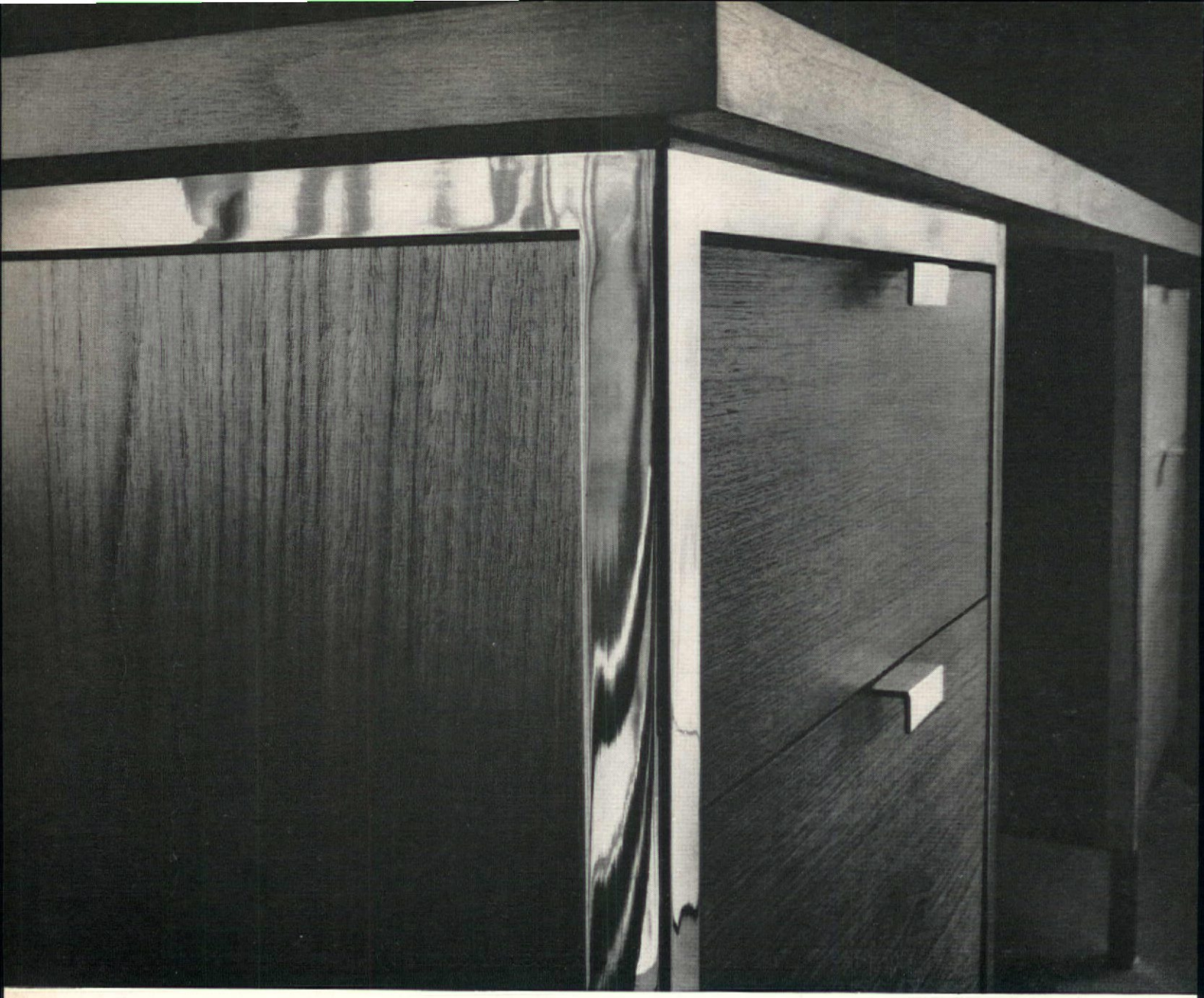
Position_____

Address_____

City_____ State_____ Zip_____

C-11-66

Circle No. 58 on product information card



crazy mixed up

You're looking at Steelwood. And then again, you are not. Steelwood is Robert John's line of office furniture that's neither steel nor wood. And then again, it is. It combines the best features of both. So far so simple.

The framework on all cabinet pieces is sturdy, welded and smooth steel. And that's where predictability ends. After that it's chrome plated, with a satin or polished finish. Or it isn't. It might be bronze plated instead. Or it might be given a baked enamel finish in white. Or maybe black. Follow?

Panels and drawers and doors of teak are added. Correction: walnut. Correction: blue, yellow, green, brown, black, white, beige, red, grey or orange lacquer. Are you confused?

Take heart. The chairs we designed to complement Steelwood are a snap to spot. There are only seven of them. And they come in only 150 or so distinguished Robert John fabrics, leathers and plastics. For the variations in metal finish and wood trim, just re-read the last two paragraphs. Add rosewood. Get it?

If all this sounds like a furniture line with a personality split seven thousand ways to Sunday, it's because it is. And is not. Steelwood is all beautifully simple. The immense flexibility and the endless variations exist for the convenience and the individual discretion of the decorator. Not to mention the challenge. But, once you catch on, Steelwood makes things easier than automatic.

When people realize the trouble we took to design and develop Steelwood they say we're crazy. And we admit it.

Like a fox!

ROBERT JOHN

ROBERT JOHN COMPANY ■ 821 NORTH SECOND ST., PHILADELPHIA, PA.

305 E. 63RD ST., NEW YORK, N.Y. ■ 1120 MDSE. MART, CHICAGO, ILL. ■ DESIGN CENTER, 8899 BEVERLY BLVD., LOS ANGELES, CALIF. ■ 330 DECORATIVE CENTER, DALLAS, TEX. ■ 611 FERNANDEZ JUNCOS, SANTURCE, PUERTO RICO

from the compact carpet mill . . . olden-days elegance in a beautiful, new setting

Hardwick Carpets

When the popular Castle Restaurant, Leicester, Mass., opened last June they installed Hardwick carpeting. They had good reasons.

They knew that contract carpeting has to stand up to tough treatment, be easy to care for and, of course, be attractive to their customers. That's why they ordered a handsome 4-frame Wilton in an elegant medieval design — crest and shield on moresque colorground in four colors.

Lasting beauty and durability make Hardwick contract carpeting a universal choice. You get the carpet you want when you need it in a wide selection of color, pattern and fiber. And, if you wish, you can have custom carpet woven to your own specifications. With a better edge on price, too.



Send $2.00 for Hardwick's new "Carpet Selector" . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



HARDWICK & MAGEE CO.
Lehigh Avenue at 7th Street,. Philadelphia, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

HARDWICK & MAGEE CO.
Lehigh Ave. at 7th St., Phila., Pa. 19133

Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find $2.00 enclosed.

Name_____

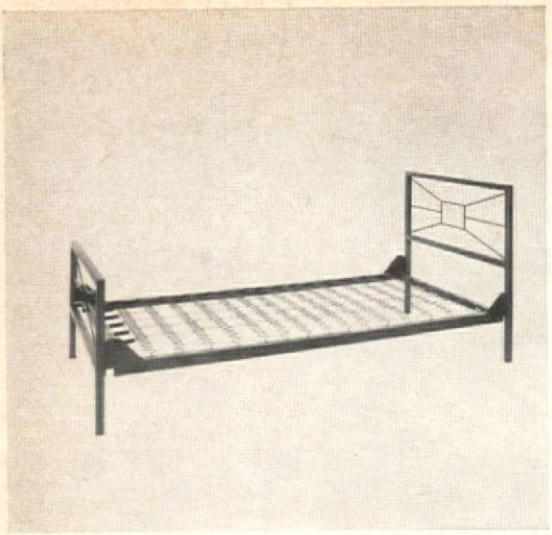
Firm Name_____

Address_____

City_____ Zone_____ State_____ C

Circle No. 60 on product information card

Circle No. 59 on product information card



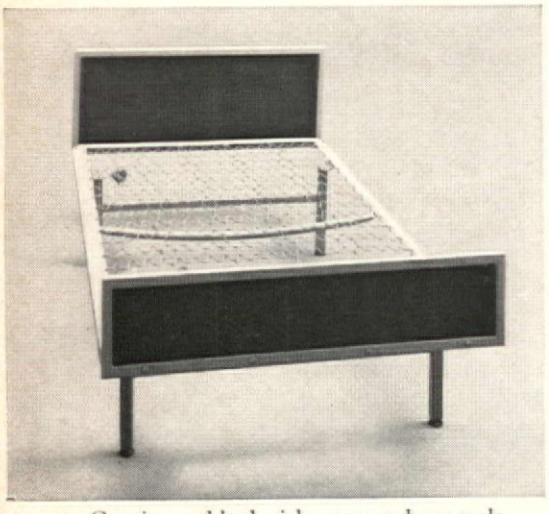
Flat-Top bed as single unit with Sunburst panels.



Flat-Top bunk bed with Metropolitan end panels (also available in a three-bed trundle model).

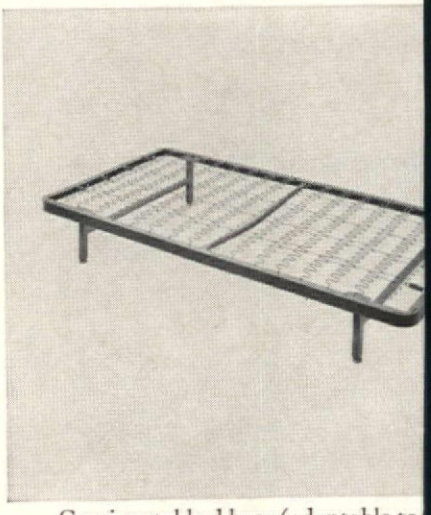


Flat-Top bunk bed with wood-grain inserts.



Continental bed with rectangular panels and straight legs.

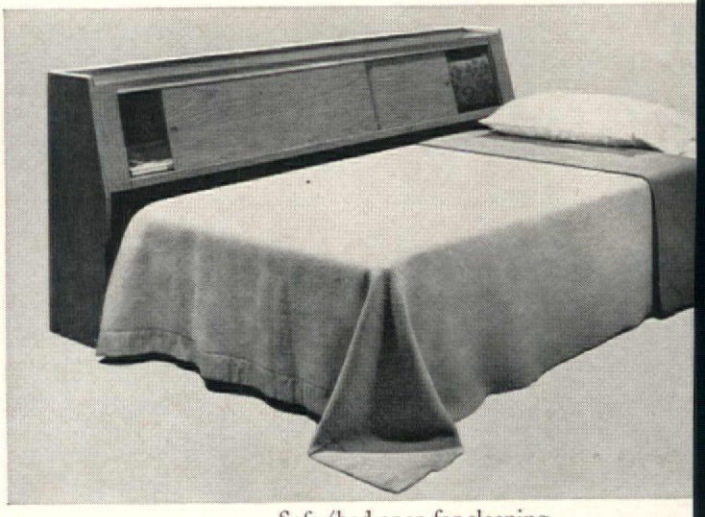
All of these beds have two things in common,



Continental bed base (adaptable to types of headboards and footboard



Sofa/bed closed for daytime.



Sofa/bed open for sleeping.

the most important of which is comfort.

The second is No-Sag® Springs. (And don't you think arranging things in that order didn't take some restraint.)

Actually, one means the other. Because comfort is what we're selling. And that depends on correct sleeping posture, not the type or style of bed.

No-Sag Springs keep the spine straight by not only supporting the body but conforming to it. And that's true of every bed/frame assembly we make. For hospitals, colleges, prisons, institutions, hotels and motels

Let us make sleeping all it's supposed to be. Drop us a line. Tell us your requirements and we'll send you information. No-Sag Spring Company, Department C-1166, 124 W. State Fair, Detroit, Michigan 48203.

no-sag® amp

Subsidiary, American Metal Products Company

Circle No. 61 on product information card



Selected by Victor Gruen Associates for the Shoe Department at the Robert Simpson Co., Ltd., Yorkdale, Ontario, Canada

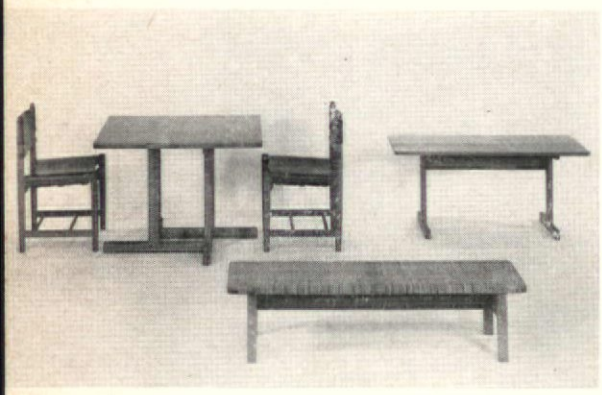
OUT OF THE MANY MOODS OF **MOLLA**

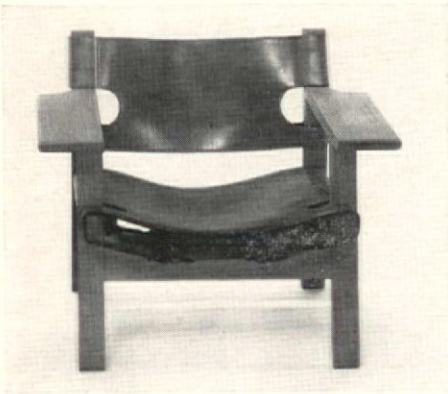
LINE 9...for contract installations. Looking for all the world like rattan, Line 9 is actually constructed of sturdy, durable tubular steel. It's the modern, easy way to create a colorful mood with almost no maintenance, no waxing or polishing required. Rustproofed, and available in a wide range of cheerful, welcoming colors. Fully coordinated for all kinds of installations from shoe salons to dressing rooms, to hotel and motel interiors. Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53rd Street, New York.

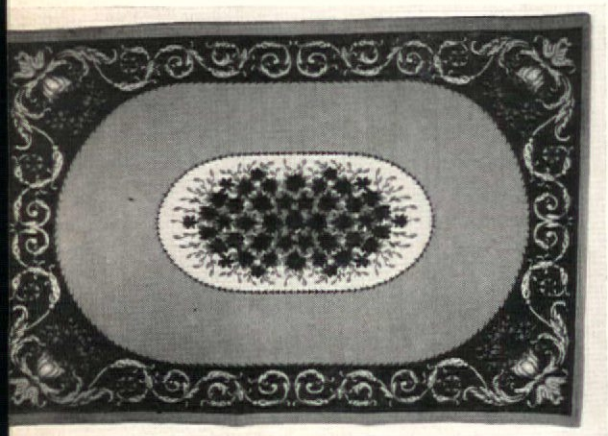
molla
FURNITURE

Circle No. 62 on product information card

CONTRACT PRODUCTS AND SERVICES









Ash and oak furniture collections

C.I. Designs has added two new furniture collections in ash and oak, geared to the school or institutional market. The rugged grain of solid oak and ash are particularly well suited to the major building materials in use today, and give the architect and designer new possibilities for the integration of furniture in a modern environment. The ash group was designed in collaboration with architect Hugh Stubbins and provides a broad selection of moderately priced designs. They are of extremely sturdy construction, made with a new technique of jointing with compressed tenons, and have the bonus maintenance feature of part replacement. The oak group, designed by Borge Mogensen, features expert hand craftsmanship and natural materials. Chairs have solid oak frames and tables are solid throughout. The wood is available in its natural state without finish, or in C.I. Design standard wood finishes.

Circle 140 on product information card

Artistry and romance in rugs

Artistry and Romance in Rugs is the newest collection from Simon Manges & Son, Inc. The collection, consisting of 31 area rugs, is keynoted by a striking individuality of design, and the colors offer a wide range, from soft neutral shades to vibrant, rich colors. Shown above is Chaves, a stately rug with gold scrolls and burgundy flowers, handmade in Portugal. Below is Estrela, a Savonnerie delicately executed in pastel shades, and handknotted in Portugal. All of the rugs in the collection may be had with infinite variety; for example, the center motif of one with the border of another, and in any size or color.

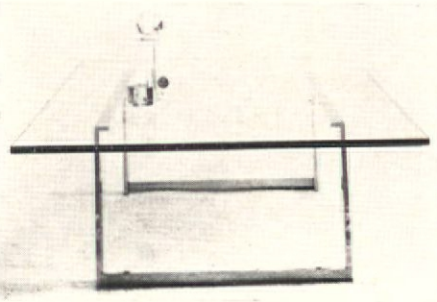
Circle 141 on product information card

Versatile double-partitioning

A flexible new system of double wall partitioning, called Selectra, is worthy of note for its versatility. Reportedly, the system fits any blue print without limitations. It permits use of any color, texture, type of wood, wallboard, glass or plastic in thickness from ¼ to ⅝ of an inch. In addition, the panels can be faced with different paneling on each side—an economic advantage when the same partition divides office from workshop, display area from store room. Structural features allow for independent unit installation since the metal skeleton can be erected and wired before panels are installed, or damaged panels replaced without disturbing adjacent panels. Workwall Movable Partitions division of L. A. Darling Co., the manufacturers, note that the system also affords acoustical control.

Circle 142 on product information card

Glass top tables from Robert John



Straightforward simplicity characterizes a new line of Robert John glass-top tables designed to integrate functionally with a wide variety of decor. The absence of color and decoration of any kind, as well as the clean, uncluttered lines, allow tables to take on the mood of their environment. The top is ¾ inch plate glass with polished edges; available in 36 or 40 inch squares, a 24 by 48 inch rectangle or 36 inch circle. The base is polished chrome bar stock and table height is 16 inches.

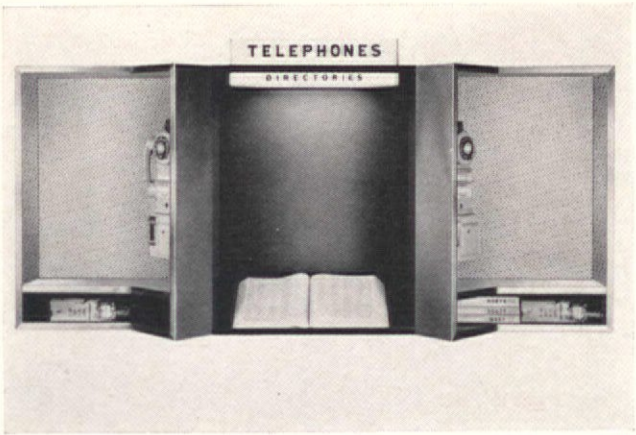
Circle 143 on product information card

Pocket size calculator

Measuring 4½ by 9½ inches, the Costculator is an accurate device designed to simplify drapery engineering. Large contracts can be figured in minutes by the designer or salesman without calling the workshop. The front view of the calculator contains typical rod sizes for both standard full and extra full, finished lengths of draperies, yardages required, number of widths, adjustable labor prices, optional charges and conversion table. The reverse side contains multiplication table for yardage prices, yardage chart for repeat patterns over 15 inches for both lined and unlined draperies, and a ⅛ inch architectural scale. Fill-in matte surface space is provided for extra charges and varied applications.

Circle 144 on product information card

Acoustical telephone booths



A complete pay station unit to serve high traffic areas is being manufactured by Acoustics Development Corp. The ADCO 21S-DB-20S provides an 81-inch wide, two telephone installation in compact space with the advantage of convenient, illuminated directory shelf and signs. Acoustical engineering allows privacy, even in busy locations. It is constructed of steel, with stainless steel trim and a baked-on enamel finish in blue, coral, beige, or green.

Circle No. 145 on product information card

New woodgrains from Formica

Formica Corp. has added five new woodgrains and natural material reproductions to its Native American Design collection of fine furniture surfacing laminates. The new additions, styled for a wide range of period and contract furniture applications, boost the collection to more than 50 patterns. The new designs are: Moreno Pecan, Black Forest Walnut, Bedford Planked Birch, Chalkstone, and Cimmerian Leather.

Circle No. 146 on product information card

New Series 6000 from Costa Mesa



The new Series 6000 line of office furniture from Costa Mesa Furniture Co. includes a completely self-stressed internal steel frame that combines light-scale design with stability and function, and allows easy replacement of damaged panels or tops. The units include single and double pedestal desks, credenzas, conference and occasional tables, and upholstered seating. Shown is the Executive L, with 33 by 72 inch leather plastic top and optional walnut comfort edge.

Circle No. 147 on product information card



Circle No. 63 on product information card



HANDCRAFTED BEAUTY FOR OUTDOOR PLANTINGS

With architectural emphasis highlighting court yards and malls, the unfading beauty of Barrier foliage is the natural solution to costly problems of care, maintenance and replantings. Barrier's exclusive vinyl plastic appears fresher with each rain, smiles freshly at the sun, defies the elements which quickly ruin other artificial plants.

Write for information on custom plantings. Representatives and showrooms in principal cities.

A DIVISION OF BARRIER CORPORATION

BARRIER

products division

P. O. Box 430 Mineral Wells, Texas 76067 FA 5-2536

Selected areas available for qualified representatives.

Circle No. 64 on product information card

PRODUCTS & SERVICES

CONTINUED

New soft look in Dux lines

Dux, Inc., through the design talent of Folke Ohlsson, has modified the architectural cube in its new series of softly styled sofas and chairs. A key piece in the group is a generously scaled high-back wing chair (No. 5124), comfortably cradled in an oiled walnut frame. It has an attached poly-dacron back cushion and comes upholstered in a selection of new Dux fabrics. The fine detailing and weltless seams are hand-







somely repeated in the companion foot stool. Another Folke Ohlsson design is a fully upholstered sofa (No. 5353), again with the new "soft architectural look," this time with bolster back cushions, arm pillows, and a one-piece seat cushion, all filled with polyfoam and dacron. It measures 96 inches in length. For the inner office, Dux turned to staff designer Ray Zimmerman for a prestigious junior executive swivel chair (No. 7022), with a buttonless, tufted seat and oiled walnut frame and base. Its over-all measurements are 25 inches wide and 24¾ inches deep. The seat height adjusts from 15 to 19 inches.

Circle No. 148 on product information card

Vinyl asbestos floor tile by Flintkote

Piedra, a new style of vinyl asbestos floor tile by Flintkote Co., is made of medium-size translucent vinyl chips embedded in a solid colored vinyl-asbestos backing. The surface is smooth, and this combination of materials is extremely durable. Piedra comes in white, olive, beige, ochre, greige, and brown 12-inch square tiles, and is available in both 1/16-inch and 3/32-inch thicknesses.

Circle No. 149 on product information card



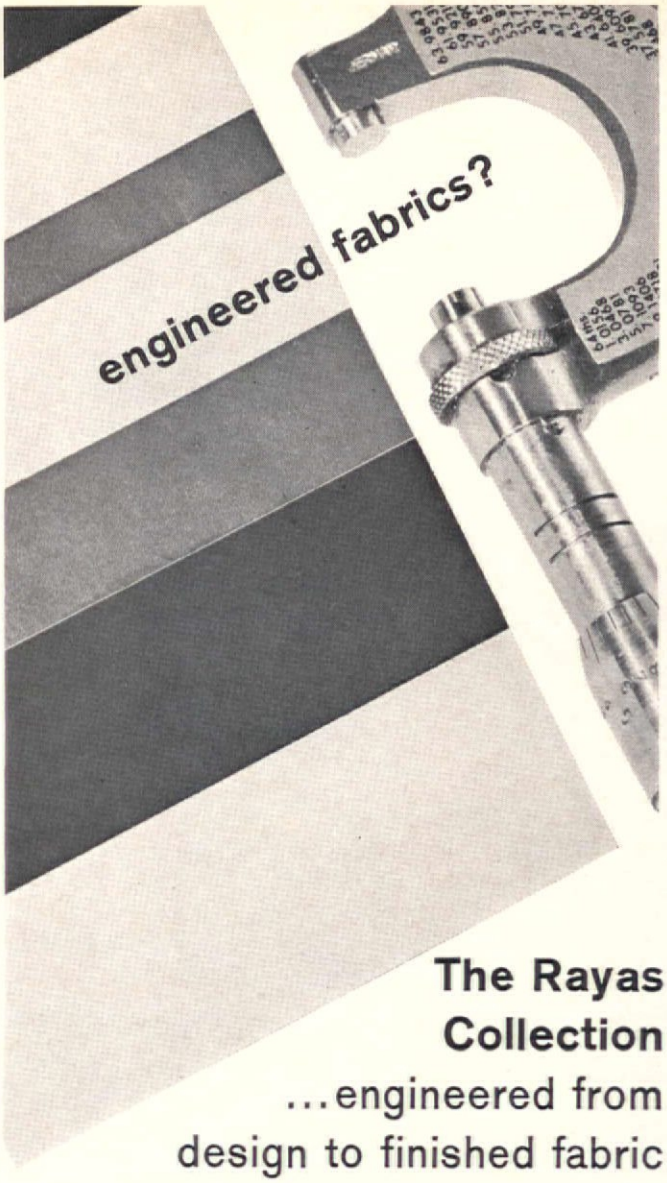
Is there royalty in the room?

If this is the effect you're looking for, chairs are a good place to start. Royal or casual, delicate or robust, no matter what the seating requirement, Charlotte can deliver the exact chair. Charlotte Chair experience and know-how in design and manufacturing can be brought into play at your request . . . no matter how special that request.

Don't be afraid to ask. Interior people throughout the country have learned to turn to Charlotte for those special seating touches. Get Charlotte Quality. Get Charlotte Design. All within your seating budget. Send for the new Charlotte Catalog today.

charlotte chair company
CHARLOTTE, MICHIGAN

Circle No. 65 on product information card



The Rayas Collection ...engineered from design to finished fabric

The visual effect of any geometric shape depends on two factors: Color and Proportion. With stripes, width *plus* color gradations determine the end results. It is not enough merely to select colors which look well together.

Donald Waterman, Instructor of Fabric Design at Syracuse University, engineered the designs, combining four basic stripe patterns – each with approximately 10 different colorways – to create a truly new series of visual effects.

We, at Maharam, engineered their production on four fabrics – including Rovana/Verel.

You, too, can "engineer" color into hotel/motel rooms, dormitories, nursing homes, and offices. The Rayas Collection can play a major role, but seeing is believing.

Sample book cost of $6.00 is creditable.

maharam FABRIC CORP.
New York: 130 W. 46th St.
Los Angeles: 147 No. Robertson Blvd.

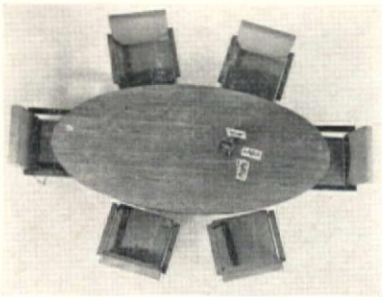
Circle No. 66 on product information card

PRODUCTS & SERVICES

CONTINUED

Yawman-Erbe new furniture designs

Moderately priced furniture and a contemporary design concept are both parts of an intensive campaign to add snap to the image of Yawman-Erbe, one of the first to pioneer the development of metal office furniture and equipment at the turn of the century. Its revamping goes deeper than its current collection, starting with new forward-looking management and designers, new distribution methods and marketing programs. Its newly introduced series, in fact, coincided with the announcement of a new marketing program for metropolitan New York in association



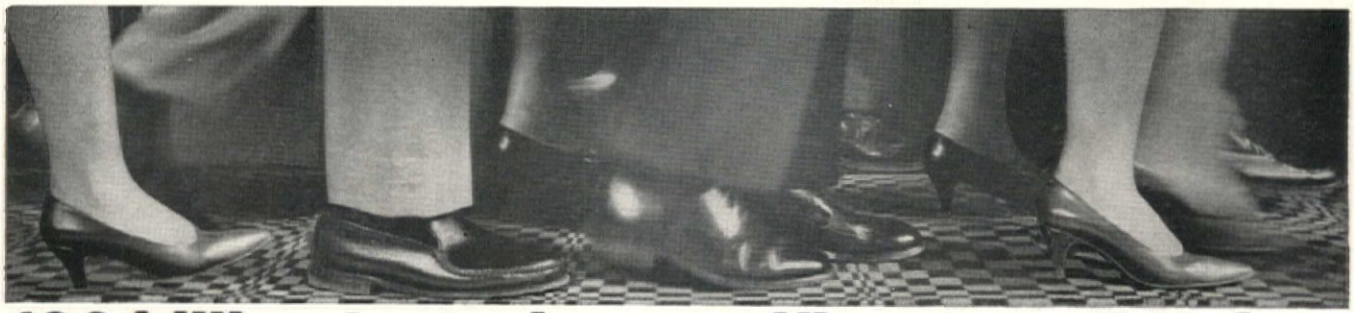
with Cranbrook, Inc., which will display the new Y-E lines at its showroom. Called the 3000 series, the metal group includes the conference room furniture and the double-pedestal desk illustrated, plus single-pedestal desks for executive and general office use, secretarial units, machine units, and credenzas and tables. Innovation in the desk is a patented box drawer, riding on steel ball carriers rather than nylon rollers. Drawers are top-suspended, thereby increasing strength and ease of movement. The reception room





seating, introduced earlier this year, is available in single or multiple units, with or without arms, and is upholstered in an exclusive Boris Kroll fabric.

Circle No. 150 on product information card



100 billion tramping, scuffing, scraping feet have taught us a lesson about carpeting

The lesson is simply this: you can't sell and install carpeting for high-traffic locations unless you know what you're doing.

National Theatre Supply has been in the contract carpet business since 1927. We've installed many, many miles of carpet for thousands of theatres, schools, office buildings, stores, banks and other places where carpet must look good and act tough.

A few more facts. We offer you a greater selection of patterns, colors, fibres and weaves of *contract* carpet than you can find anywhere . . . including some exclusive Alexander Smith carpet made to our own specifications.

What's more, we have the equipment and know-how to install carpeting over big floor areas. And if you think this isn't a tricky job, watch out.

National has branches throughout the country. For more facts or an estimate, call the National branch in your area or write to:

N.T.S. National
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation

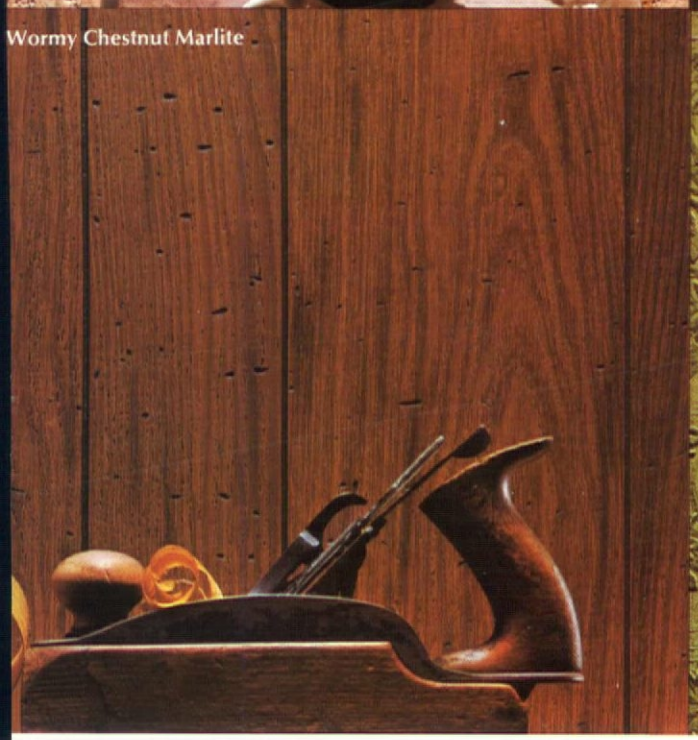
BRANCHES COAST TO COAST • HOME OFFICE: 411 SETTE DRIVE, PARAMUS, NEW JERSEY 07652 • PHONE (201) 265-2700

Circle No. 67 on product information card

No. 68 on product information card









6647

Want soilproof beauty in a textured paneling?

Marlite has the touch.



One touch tells you. Here is a decorating idea with unlimited possibilities.

It's new Textured Marlite. A complete line of wall paneling with authentic texture you can actually feel. And soilproof beauty you can wash.

These four distinctive designs add a new dimension to any interior. Textured Wormy Chestnut captures every surface detail of a rare and expensive wood. Textured Travertine duplicates a rich Italian limestone. Textured Leather: the masculine good looks of top-grain cowhide. And Textured Tapestry: the luxury of hand-woven fabrics.

All are exclusively Marlite, with a baked plastic finish that wipes clean with a damp cloth. Marlite resists heat, moisture, stains and dents —stays like new for years.

Add the beautiful touch of Marlite Textured Paneling to your next interior design. Consult Sweet's File or write Marlite Division of Masonite Corporation, Dover, Ohio 44622.

Marlite Textured Paneling provides a handsome background for your decorating ideas.

Marlite®
PLASTIC - FINISHED
Decorator Paneling
ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

BRANCH OFFICES AND WAREHOUSES: 1721 Marietta Blvd. N.W., Atlanta, Georgia 30318 • 57 Smith Place, Cambridge, Mass. 02138 • 4545 James Place, Melrose Park, Illinois 60160 • 39 Windsor Avenue, Mineola, L.I. (New York) 139th Avenue, San Leandro, California 94578 • 16222 Phoebe Ave., LaMirada (Los Angeles), Cal. 90638 • 2440 Sixth Avenue So., Seattle, Washington 98134 • 1199 Great Southwest Parkway, Grand Prairie (Dallas), Texas 75050

Doesn't Gretchen ever listen to George?

You bet! And with good reason. George K. Birge knows as much about wallcoverings as anyone. Gretchen Birge (AIA & AID), our president, knows as much about what the professional demands as anyone. What a great combination. For them, and for you. *(The Birges are discussing 'Grande Paisley' from the Salubra Lux Collection.)*



SHOWROOM: 979 3rd AVE., NEW YORK

BIRGE DESIGNS INCORPORATED

WRITE TO: 275 RAILROAD AVE., EAST RUTHERFORD, N.J. 07073

Circle No. 69 on product information card

PRODUCTS & SERVICES

CONTINUED

Adjustable display gondola

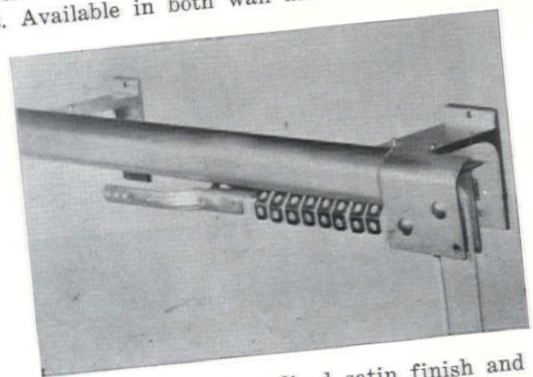


A new, portable, double-sided display gondola called Uni-flip Merchandiser has been introduced by Albert Voigt Industries, Inc. This folding, adjustable floor unit combines slim-line, functional design with single unit construction and durability. The folding A-frame ends and center frame are of welded 1 inch square steel; the center uprights are of extruded, tempered aluminum; the shelves of 20-gauge steel with reinforced edges. Each pair of shelves flip up or down in sequence and automatically lock into horizontal position. They are 56-15/16 inches long, 1 inch thick, and increase in width from the 8-inch top to the 23½-inch bottom shelf. The display area doubles when shelf pairs are in full horizontal position. Storage dimensions are 59 inches long by 11¾ inches wide by 54 inches high; open dimensions are 59 inches long by 48 inches wide by 54 inches high. The Uni-flip Merchandiser comes in either white or beige baked vinyl organosol and is also available in a single sided version.

Circle No. 151 on product information card

Aluminum drapery track

Aluma Track from Marshall McMurray Co. is a new extruded aluminum drapery track designed for use in functional modern commercial and institutional buildings. Available in both wall and ceiling models, the



Aluma Track has an anodized satin finish and self-lubricating glides. All brackets and supports are made with matching finish and the support bracket used in the wall model is concealed by its position on the locking flange at the top rear of the track.

Circle No. 152 on product information card



No. 3205-U

The setting is business... The seating is Krueger!

The chairs are Krueger's 3205-U UPHOLSTERED ARM CHAIRS welcoming you with open arms to all the comforts of foam. Shell is contour-molded and upholstered in select colors of deep-textured fabric or Naugahyde. Covers are neatly fitted and sealed to contours for the look of executive elegance coming and going. Choose from brushed aluminum swivel/pedestal bases with self-leveling glides (casters optional), black enamel or chrome-plated tubular steel legs. See the handsome 3200 Series Upholstered Arm Chairs live and in color at your nearest Krueger dealer.



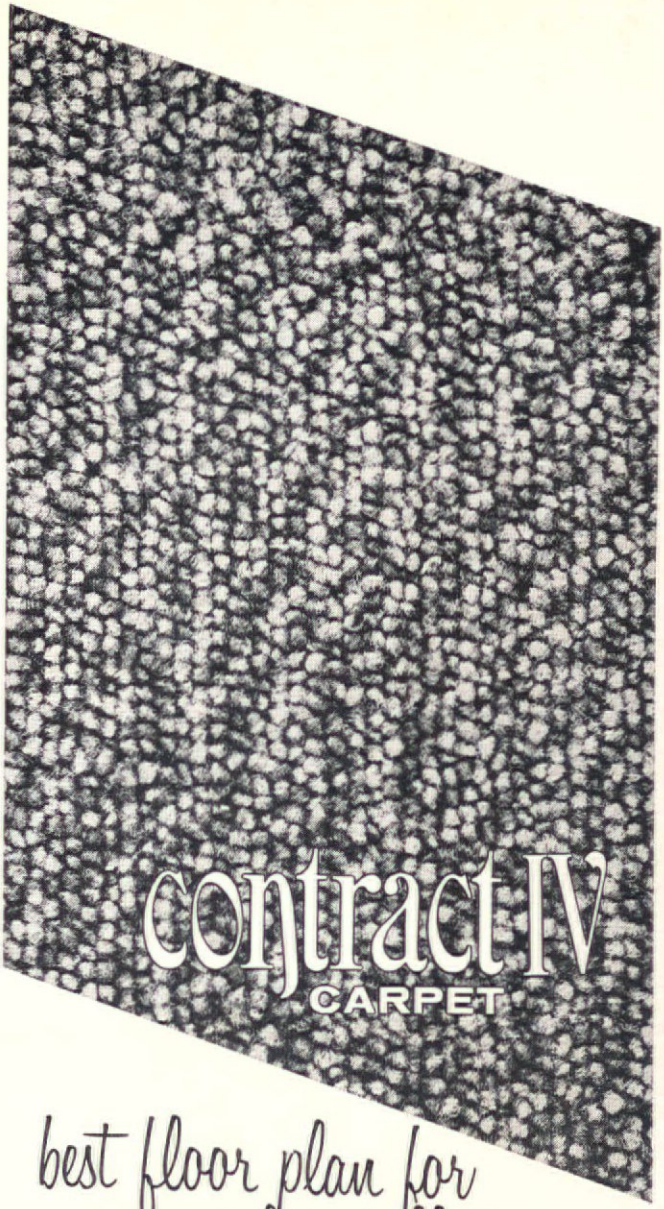
Write today for new Complete-Line Krueger Catalog!

KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

SHOWROOMS: Chicago—1184 Merchandise Mart; **Los Angeles**—8815 Beverly Blvd.

Circle No. 70 on product information card



best floor plan for commercial installations... Contract IV by Columbus

This tough new ⅛-inch gauge contract carpeting by Columbus Mills fits every specification for endurance and stamina, good looks and long wear. The 100% Enkaloft continuous filament nylon pile is dense enough to repel dirt and stains, tough enough to take the heaviest traffic without a sign of wear. Contract IV's 15 vibrant colors coordinate perfectly with every room setting, and the 12 and 15 foot widths provide greater flexibility in any space, large or small. Include Contract IV by Columbus Mills in your next contract plan. Call or write for samples and complete specifications.

CM

COLUMBUS MILLS INC.

Fine Carpets... Since 1920

River Road • Area Code 404 • 324-5465 • Columbus, Georgia 31902 • 295 5th Avenue • New York City

Circle No. 71 on product information card



QUALITY COMMENSURATE

with your building designs....Clients expect it, tenants appreciate it, you want it. Cramer satisfies everybody with unflinching quality of materials and manufacture. Plus designs compatible with current architecture. With Cramer you outfit from the bare walls with perfect harmony: Chairs, desks, credenzas, tables, machine stands, files, modular units. Shall we combine our talents?

The quality line—Seating, Desks, Files, Safety Ladders, Stands —for office, industry, institutions.

CRAMER

CRAMER INDUSTRIES INC. • KANSAS CITY, KANSAS



Circle No. 72 on product information card

PRODUCTS & SERVICES

CONTINUED

Area rugs from La Belle Epoque

An unusually fine collection of worsted pile area rugs introduced by Broadloom Imports, Inc. was inspired by La Belle Epoque and are woven in France to important period designs. The range of antique styles includes a Directoire design (top) copied from one given to Marechal Ney by Napoleon I. Another



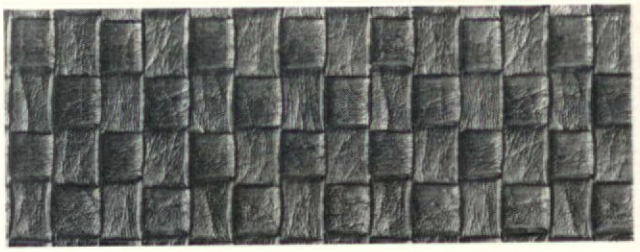




outstanding Directoire pattern is from an original Gobelin, featuring a classic Pompeian motif (left). A skillfully designed panel (right), is definitely an Empire style, an expression of the graceful and solemn Empire period. Besides the designs shown, the collection includes several Louis XV and XVI designs, Savonnerie patterns, and a paisley.

Circle No. 153 on product information card

Woven leather look in new Naugahyde

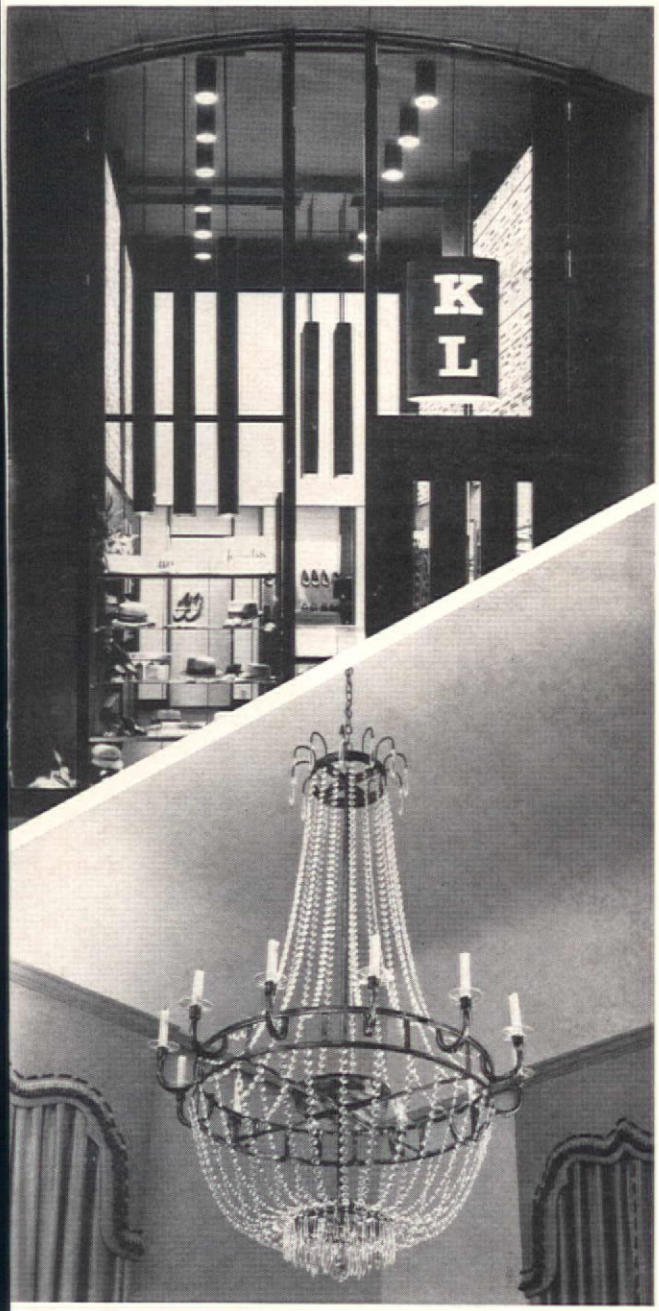


Dover names a new Naugahyde pattern for Uniroyal-U.S. Rubber, an expanded vinyl featuring a bold woven leather-like texture. Uniroyal's new Dover upholstery is available through national distributors in an extensive color range of chestnut, olive, oxblood, gold, black, blue, red, Maui green, rusty orange, turquoise, sandalwood, and shell.

Circle No. 154 on product information card

What is the highlight of your contract installation?

Jova/Daniels/Busby Architects

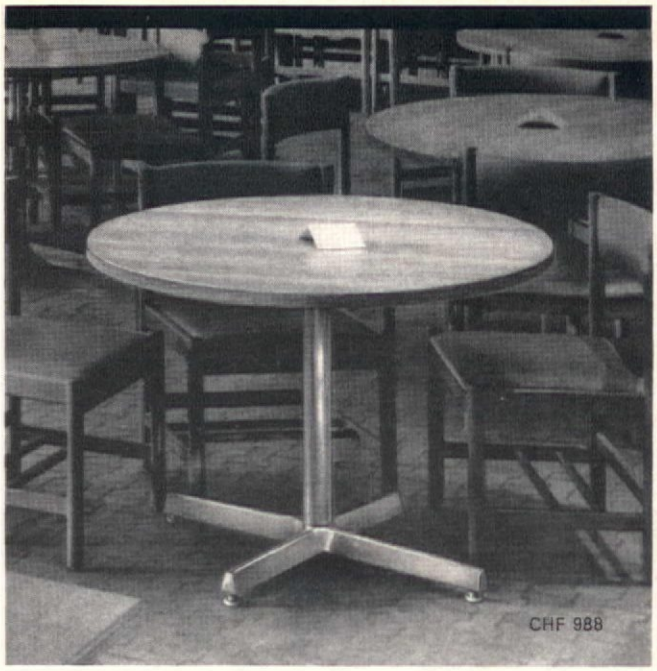


Beautifully custom designed lighting fixtures by Trimble House/Atlanta, specialists in quality workmanship and excellent customer service.

For contract folder, write to:

TRIMBLE HOUSE TH
P. O. BOX 12054 / ATLANTA, GEORGIA 30305

Circle No. 73 on product information card



This is CHF

different, distinctive, durable . . . designed for the client. Maintenance free solid maple . . . stubborn longevity of heavy cast iron base . . . tailored design to an overall theme.

This is CHF . . . *built with "student proof" durability with a flair of elegance. For details or custom design ideas, write dept.* **211.**

Chicago Hardware Foundry Co
North Chicago, Illinois 60064

CHF



Circle No. 74 on product information card

PRODUCTS & SERVICES

CONTINUED

Authentic African art

The Adventure collection of Africanart is an exciting group of lamps, wall plaques, and related accessories, perfect for the executive office. The lamps are a fusion of American design concepts with traditional sculptural elements of Africa. Shown are two of the Safarilamp group, featuring animal figures carved



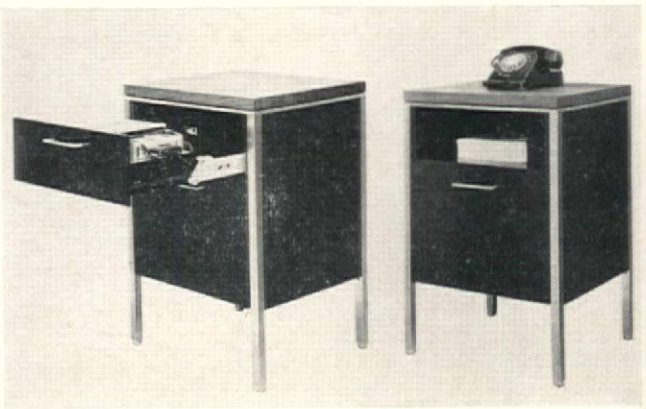


in Rhodesian teak, Congolese rosewood, Muswili, Mushakashela, and other rare woods. The Mask 'n Drum group makes use of intricately hand carved drum cylinders that have been transformed into lamp bases.

Circle No. 155 on product information card

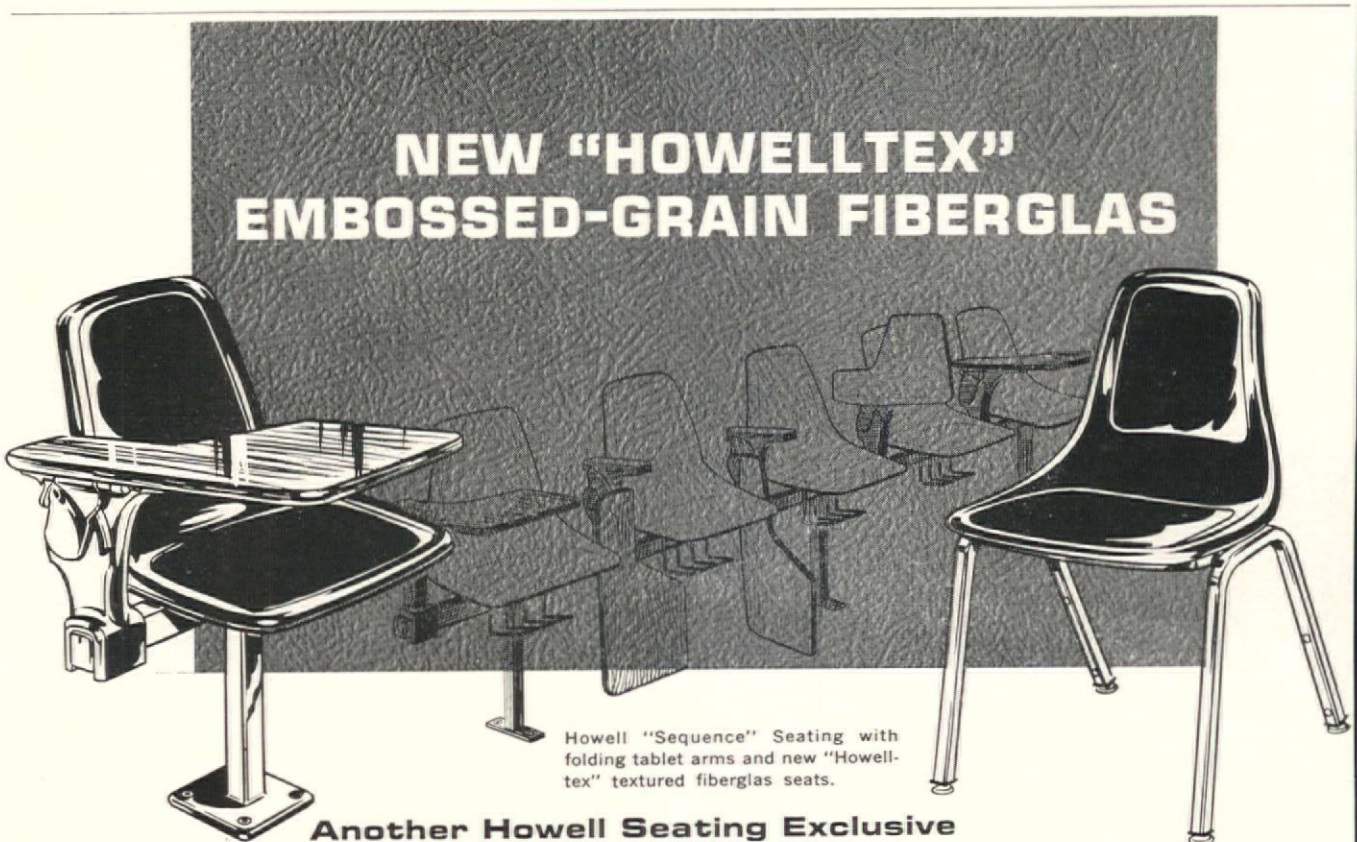
Communications stand

A new communications center stand, which will hold telephones and dictating machines is being introduced by Corry Jamestown Corp. Any dictating machine not exceeding 15½ inches wide by 3⅜ inches high by 15¼ inches deep will fit into the drawer, which has a grommeted opening to accommodate wiring, and a telephone may rest on top of the stand, which also has concealed holes for telephone cords. The stand is available in four models: two having open fronts with a choice of full size legal file drawer or hinged door cupboard (right), and two having



dictating machine drawers with either a file drawer or hinged door cupboard. The pedestal stand is 18-inches wide, and can be included in any 29-inch high modular credenza, or may be ordered free standing.

Circle No. 156 on product information card



Howell "Sequence" Seating with folding tablet arms and new "Howelltex" textured fiberglas seats.

New single unit classroom seating unit with folding tablet arm.

Popular Howell fiberglas stacking chair.

Another Howell Seating Exclusive

Introducing "Howelltex"— the most exciting design news since fiberglas was invented! Howelltex is the exclusive new Howell process that puts embossed grained finish **into** fiberglas—impregnates it permanently—it can't chip or wear off. This richly textured embossed graining gives Howell seating units new non-glare beauty, stronger shells, and a distinctive new look. Available in a variety of textured colors. Write today for details.

HOWELL *Modern Metal Furniture* 436 S. First Street, St. Charles, Illinois

Circle No. 75 on product information card

FLEXLIFE
At The
WAGON WHEEL



It's one of the best-known resort hotels: the Wagon Wheel in Rockton, Illinois.



The job: restoring the pliability, beautifying the large folding doors used to separate various convention and dining rooms. Changing modern motif to rustic **color** *decor.*



The product: Flexlife.

Flexlife is the permanent flexible coating that is sprayed or brushed onto leather, leatherette or vinyl. It penetrates deep into materials, restoring strength and pliability, covering scuffs and scratches as it beautifies, protecting the material, too. Won't crack or peel, either.

Flexlife can save *you* time and money.

For further details write:

C A H ® industries, inc.

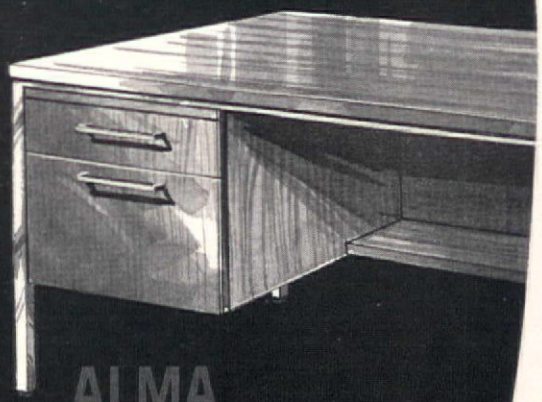
Another quality product from

10283 Pacific Avenue • Franklin Park, Illinois 60131 312/678-7975

Circle No. 76 on product information card

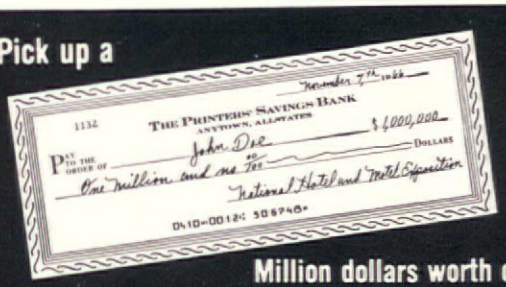
Circle No. 77 on product information card

You should know Alma very well. We build wood desks that look richer than their price, and we build more of them than anybody. So we can give



ALMA
8000 SERIES

Pick up a



Million dollars worth of new ideas, products and services at the

51st NATIONAL HOTEL & MOTEL EXPOSITION

New York Coliseum · November 7 thru 10, 1966

THOMAS J. KANE, Chairman AS J KANE, Chairman

DEALER-WHOLESALER PREVIEW!

MONDAY, NOVEMBER 7—10 AM TO 3 PM.

Open to Dealers, Wholesalers, Food Brokers, Consultants & Architects only.

OPEN TO THE TRADE

Monday November 7—3 P.M. to 10 P.M.
November 8, 9, 10—10 A.M. to 6 P.M.

A million dollars worth of new ideas is here. Free admission badges (to the trade only) may be obtained by submitting request *in writing* to: W. K. Seeley, General Manager, National Hotel & Motel Exposition, 141 West 51st Street, New York, N. Y. 10019.

Activity of the New York State Hotel Association, Inc. and Hotel Association of New York City, Inc.

THE GREATEST MASS HOUSING AND FEEDING SHOW IN THE WORLD

Circle No. 78 on product information card



Folded

...this table stores in just 5".

That's nothing, most people are surprised to learn it folds at all!

Decorator-styled, this Howe "500" table comes in 24 different sizes.

Features include: Self-edged top surfaced with Parkwood marproof plastic laminate. Black enamel or lustrous chrome legs; all four are controlled by a single operating lever.

Solid-as-a-rock, too.

Ideal for multi-purpose rooms and training areas.

For literature, write today.

Howe Folding Furniture, Inc.
360 Lexington Avenue, New York, N.Y. 10017

If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS IN MAJOR CITIES

Circle No. 79 on product information card

PRODUCTS & SERVICES

CONTINUED

Wood grain roll-out file

Conserv-a-file VCW-3042 is a new, low-cost, roll-out file added to the Conserv-a-file series from Supreme Steel Equipment Corp. The letter size unit, which measures 30 inches wide by 17 inches deep by 29½ inches high, features a choice of teak or walnut wood grained laminated plastic for the Textolite top and



vinyl clad retractable doors. The black steel frame and black anodized aluminum door handles provide contrast for the simulated wood finish. The unit's full suspension drawers have a capacity of 28½ inches and can be equipped with rods to accommodate hanging file folders.

Circle No. 157 on product information card

MAKE
KNIGHT LETTERS
THE FINISHING TOUCH
THAT REFLECTS
YOUR PROFESSIONAL
PRIDE

ARCHITECTURAL LETTERS
IN MODERN FACES

SATIN OR BUFFED ALUMINUM & BRONZE
INTERIOR AND EXTERIOR FROM ¼" TO 14"



Your job isn't finished until you have specified letters that reflect the overall quality of the project. Nothing does this so well as letters meticulously cast and finished by Knight. Catalog to prove it on request.

H.W. knight & son inc.
METAL LETTERS & FIGURES
70 Lane St., Seneca Falls, N.Y.

Circle No. 80 on product information card

Circle No. 81 on product information card

Ceramic clocks

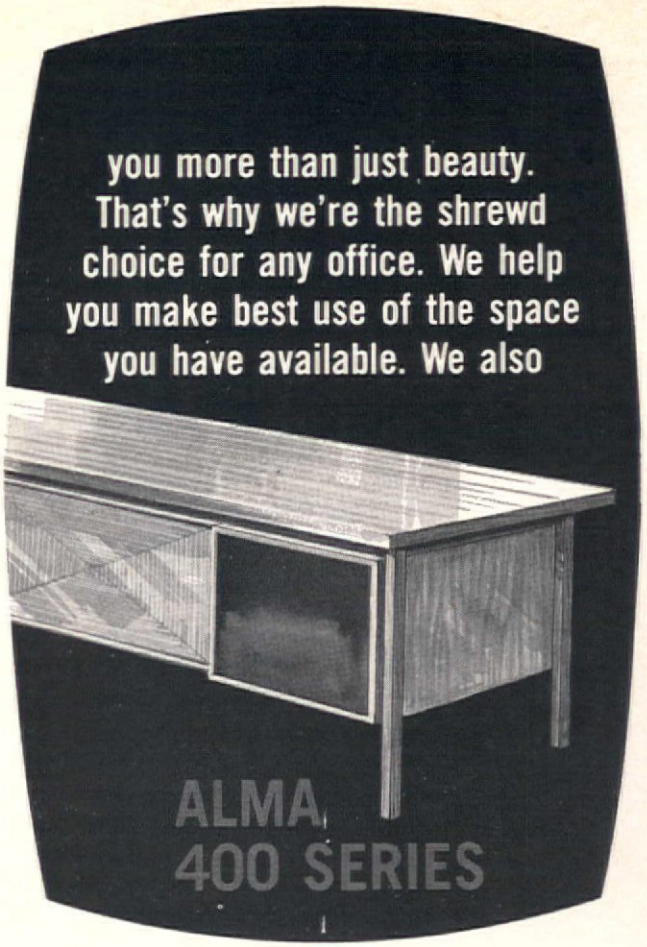
Four ceramic faced clocks reflecting the spirit of the sunny Mediterranean are part of a new group in the Meridian collection from Howard Miller Clock Co. Ochre and antique gold predominate in these colorful ceramics, which can be ordered with either an electric or battery powered motor. Top left is El Sombre/El Sol, split like a Spanish bull ring, with the numerals from 6 to 12 in a blue-grey haze while 1 to 6 are



in a warm clay tone. Bottom left shows Spanish Grill, featuring a Spanish grill against shades of yellow between orange and deep ochre bands. Golden Daisy, top right, has yellow banana-like leaves against a matte black background with a light blue center. Sierra Daisy, bottom right, is a variation of the Daisy, having burnt orange leaves that spring from a lavender center against a light gray background.

Circle No. 158 on product information card

Circle No. 77 on product information card



Attention Sales Representatives: We require representation in many areas—write or call: N. M. Kreizelman, Pres.





GUARANTEE
Full 5 Years
(upholstery, 1 year)
Against Manufacturer's Defects.

completely plastic-surfaced chairs

(Entire frame same grade as table tops)



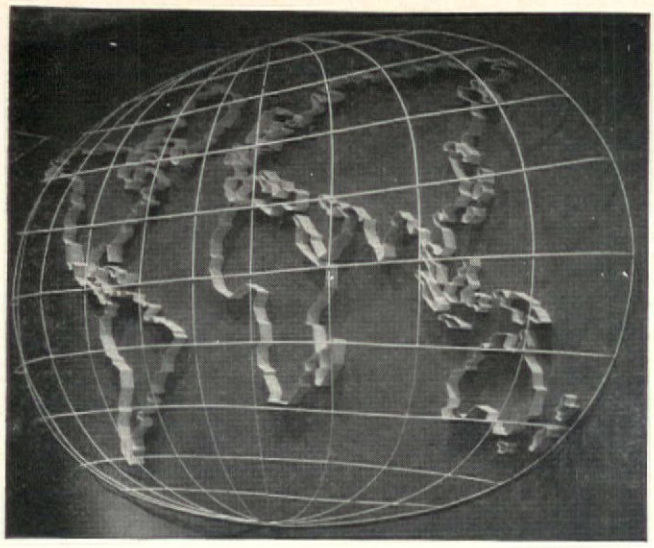
by

lami-lok®

Write for our latest catalog.

LAMINATED VENEERS COMPANY, INC., 115-02 15th AVENUE, COLLEGE POINT, N.Y. 11356 • Telephone: (212) 762-3500

Circle No. 82 on product information card



commercial interior wall displays for reception rooms, office lobbies projecting corporate identities dimensionally in all materials.

design / construction / installation

WRITE FOR FREE LITERATURE

DISPLAYCRAFT

56 West 45th Street/New York, N.Y. 10036/YU 6-4955

PRODUCTS & SERVICES

CONTINUED

Study carrel available for try-out

Uniline is offering its new study carrel "on approval" to any institution willing to pay the shipping charge. This offer was prompted by the feeling that experienced purchasing people would be skeptical of the durability of a unit priced at $65. Uniline wants the



buyer to believe its claim that the carrel will withstand the abuses of institutional use and feels that seeing is believing. The carrel is constructed of solid core modular units interlocking within an aluminum framework.

Circle No. 159 on product information card

TRI-PAR

for every good seating reason

Top row: Model 5314 CB metal stack chair, Warwick Hotel, Houston; Bottom row: Model 2600, the Fox Hills Country Club of Mishicot, Wisconsin.

Send for Current Catalog on Complete Metal and Wood Line of Chairs and Stools

TRI-PAR Manufacturing Co.
1740 N. Pulaski • Chicago 60639



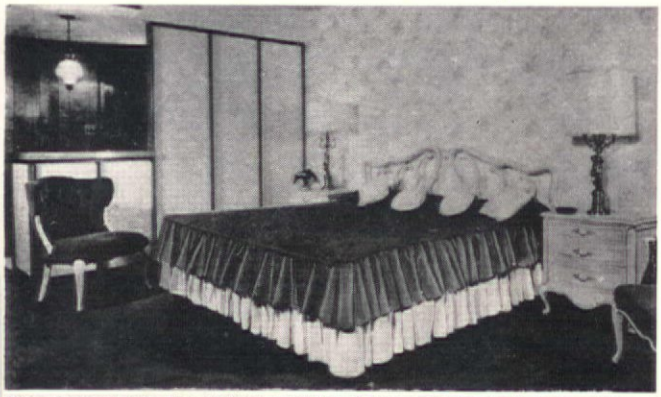






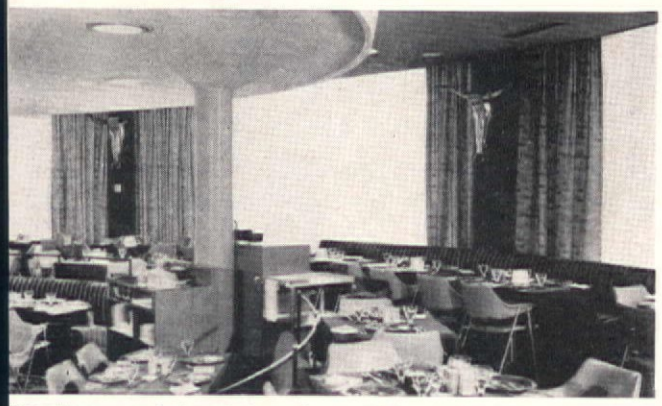
Circle No. 83 on product information card

WHO *can give you custom service on contract jobs?*



King size bed with dust ruffle and quilted throw spread in Bridal Suite of Carolinian Motel, Wilmington, N.C.

McCANLESS CAN!



Dramatic sweep of glass features sheer underdraperies with colorful and bold patterned overdraw panels at Hearth and Embers dining room of Manger Motel, Charlotte, N.C.

McCanless has the fabrics, facilities, craftsmanship and know-how to serve the mammoth contract market with the custom designs, service and delivery it demands at prices that make sales calls a profitable pleasure. Write for complete details today!

HIGH POINT :736 So. Furn. Ex. Bldg./DALLAS: 4301 Trade Mart
NEW YORK: 703 Nat. Furn. & Home Furnishings Mart
LOS ANGELES: 367 N. Robertson Blvd.

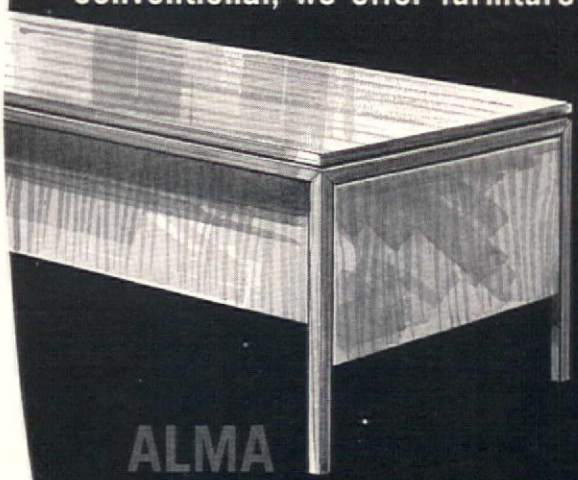
CUSTOM TAILORED
McCANLESS
CUSTOM FABRICS INC.
P.O. BOX 1447 · SALISBURY, N.C.
CONTRACT DIVISION

BEDSPREADS • FABRICS • CUSTOM DRAPERIES

Circle No. 84 on product information card

Circle No. 77 on product information card

shape a rim . . . magnificently miter a corner. Luxurious when we should be . . . economical when you want us to be. Modular or conventional, we offer furniture



ALMA 4000 SERIES



The Troy Sunshade Company Division of The Hobart Manufacturing Co. Troy, Ohio

Show Rooms: One Park Ave., N.Y./Merchandise Mart, Chicago/612 Grant St., Troy, Ohio
9100 7th Ave., N.W., Miami/Dallas Trade Mart, Dallas, Texas

Circle No. 85 on product information card

Circle No. 86 on product information card

TCI/6004 CHAIR

DESIGNED BY MILO BAUGHMAN

SHOWROOMS: High Point, Dallas, Chicago, San Francisco, Los Angeles, and our new showroom in New York, 145 East 57th Street.

For literature write to Thayer Coggin Institutional, South Road, High Point, North Carolina 27262.

THAYER COGGIN INSTITUTIONAL



TCI/6004, W28½, D30½, H29½ in.
seat depth 20½ in., seat height 17 in., arm height 20½ in.

PRODUCTS & SERVICES

CONTINUED

Hotel furniture



The Grand Prix series from R-Way Furniture Co. is a new group of furniture designed specifically for hotel and motel use. It presents a wide selection of styles and finishes, all with extremely durable construction features, and economical pricing. The surfaces most subject to wear are protected by high pressure plastic Nevamar laminate; the drawers have full dovetail construction; the upholstered pieces have Firestone foam filling and fitted, glued, and screwed-in reinforcing corner blocks. There are several design styles: French and Italian Provincial, Mediterranean, Contemporary, Oriental, and Early American. The variety of wood grains and colors, plus the wide choice of pieces within each group, offers exceptional lati-

NO "Rock'n'Roll"

...even when you try, years later!

The stable table.
Even **trying**, you can hardly shake it. The solidest, steadiest folding table made. And just as unshakeable after countless take-downs, and long punishment from cleaning people, school kids, other tough customers. Outdoor plywood resists warping. Triple-chromed legs, too. Laminated or lacquered wood tops. **Solid** investment for schools, churches, restaurants, hotels, motels, institutions, etc.



Unique Perma-Lock action grips automatically, holds fast, allows virtually no play, releases with simple finger pressure. Can't nip fingers. Tempered steel spring, solid cast parts.

Write for free catalog

Metwood MANUFACTURING CO. Hanover

Folding tables (all shapes) • Benches • Stage Units / Hanover, Pa. 17331

Circle No. 87 on product information card

tude to the designer. A variety of beds is also available in either wall-hung or free-standing headboard styles with any night stand arrangement and Harvard bed frames.

Circle No. 160 on product information card

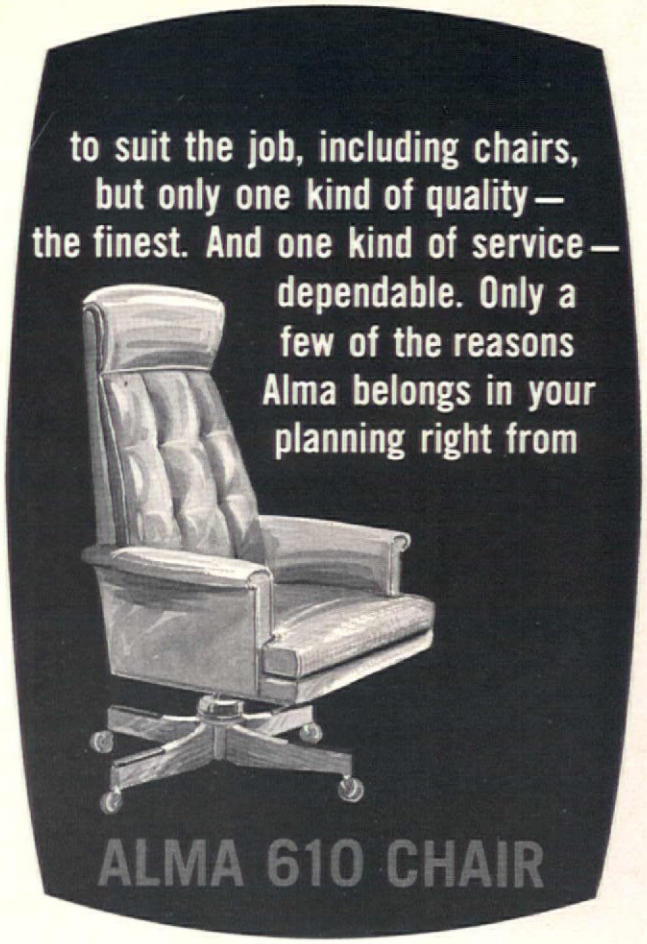
Nostalgic wall designs

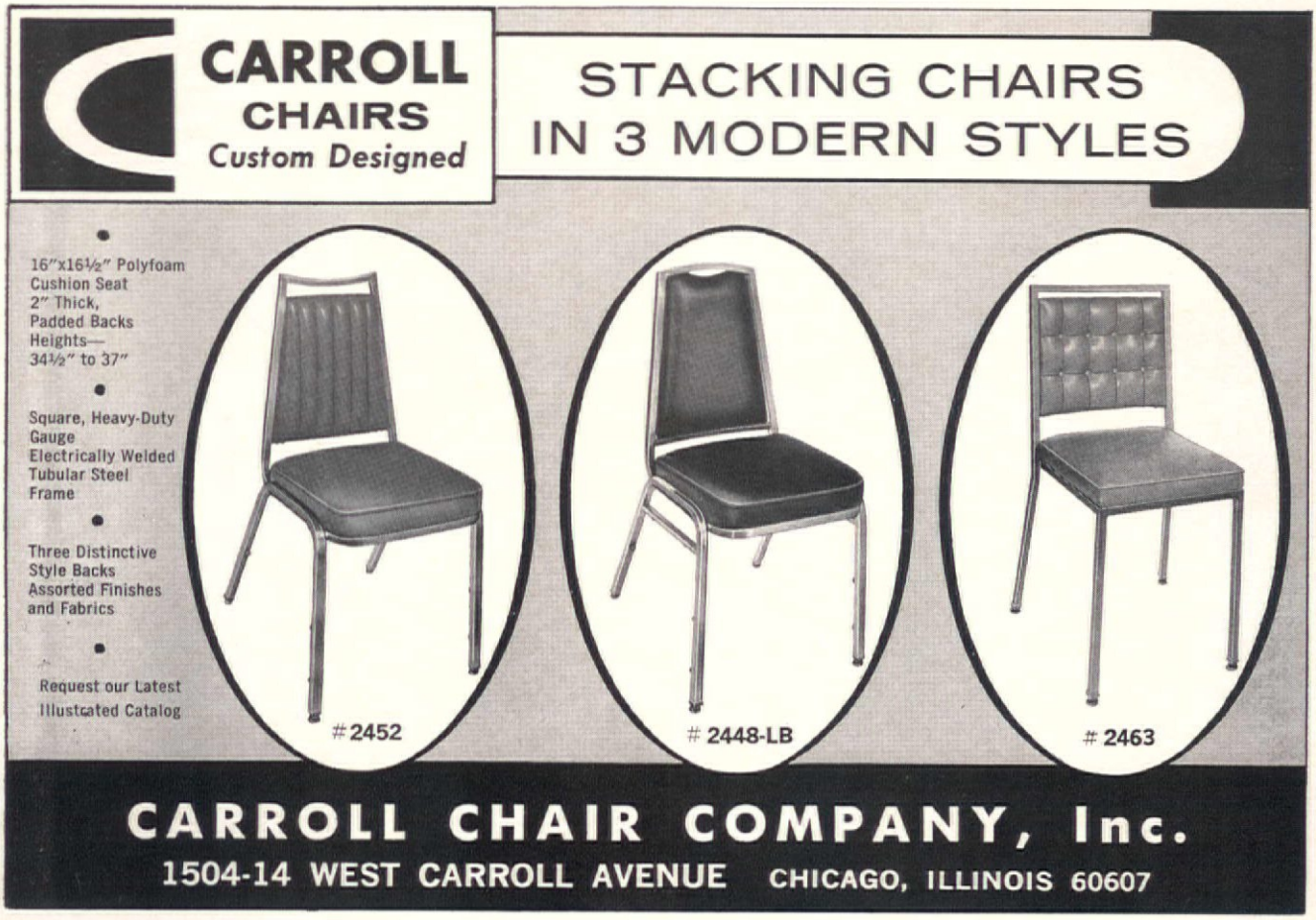


Yorkcraft has translated a sentimental and nostalgic view of America's past into a collection of wall decorations and accessories. The choice of subject matter ranges across two centuries, and inspiration comes from such diverse things as a tavern sign, a train or an unusual old handbill. There are five different textures in antiqued woods, plus an assortment of rich, authentic colors, shapes, and sizes.

Circle No. 161 on product information card

Circle No. 77 on product information card





Circle No. 88 on product information card

Circle No. 89 on product information card

ESTABLISHED 1872 • IMPORTERS • EXPORTERS

THE OTTO GERDAU CO.

192 Lexington Avenue • New York, N. Y. 10016

HIGH POINT • CHICAGO • CANADA

Otto Gerdau has the styles most wanted by HOTEL • MOTEL • INSTITUTION and HOME fields



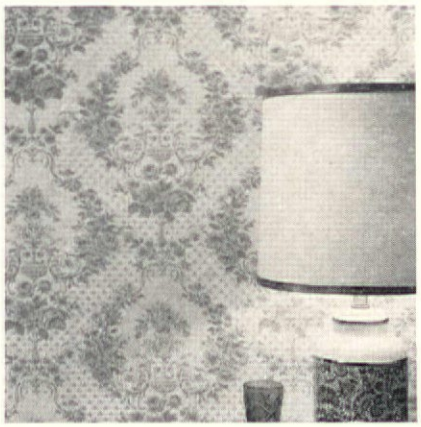
Write for *new* catalog 'C'

PRODUCTS & SERVICES

CONTINUED

American Tradition by Birge

The new American Tradition collection of wallpaper by The Birge Co. features designs showing Spanish, French, German, and Dutch colonial influences. Many of the designs, like Rosedown (shown), are from the 132-year old company's archives, while others have sources in such institutions as the National Gallery



in Washington, D.C. Washable, resilient, non-allergenic flocks of Creslan acrylic fibers are used, as well as an extensive amount of non-tarnishing gold. Raised printing, a wide selection of silks, a variety of embossing, and many textural effects are also featured.

Circle No. 162 on product information card





Largest in the West

CHROMODERN

MANUFACTURERS OF COMMERCIAL, INSTITUTIONAL AND CONTRACT FURNITURE

4920 S. SOTO ST., LOS ANGELES, CALIF. 90058 • P.O. BOX 58347 • PHONE 583-2323

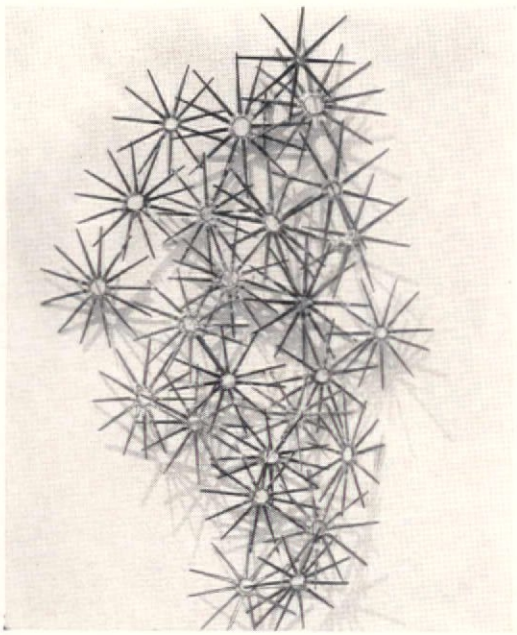
Circle No. 90 on product information card

Circle No. 91 on product information card

ETCETERA

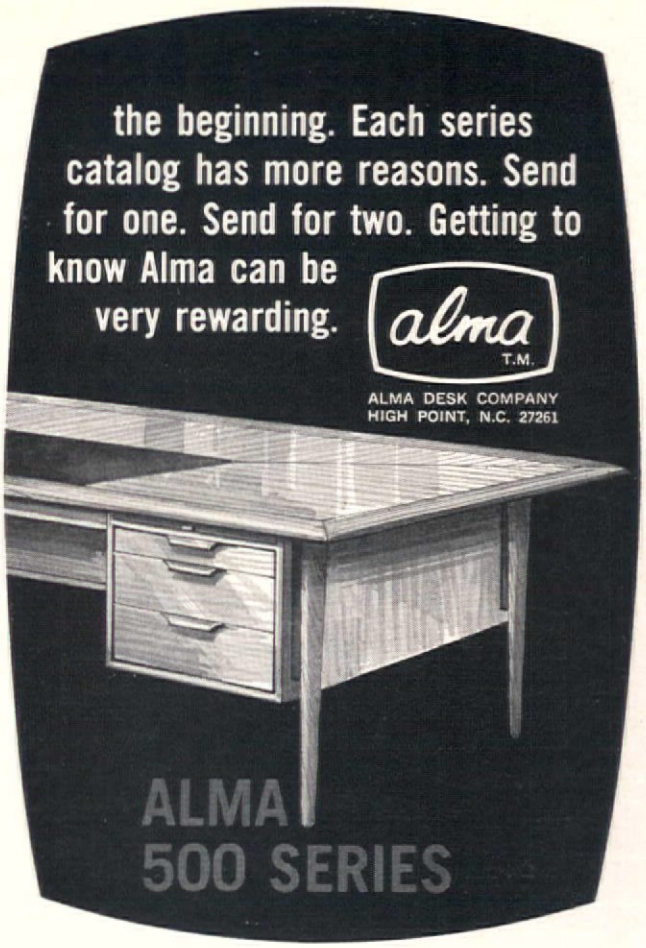
Post Office Box 608
Ashland, Virginia 23005
Telephone: SW 8-7438

Sculpture ☐ imported paintings



"WINTER" Steel and Bronze 40" x 24" x 6"

Circle No. 77 on product information card



ARMCHAIR COMFORT ...IT FOLDS

The only folding armchair for contract use. Comfortable seating in the warmth of northern hardwood . . . with deep foam padding and luxurious vinyl upholstery. Chairs open and close easily with a single motion . . . designed for safe compact stacking.

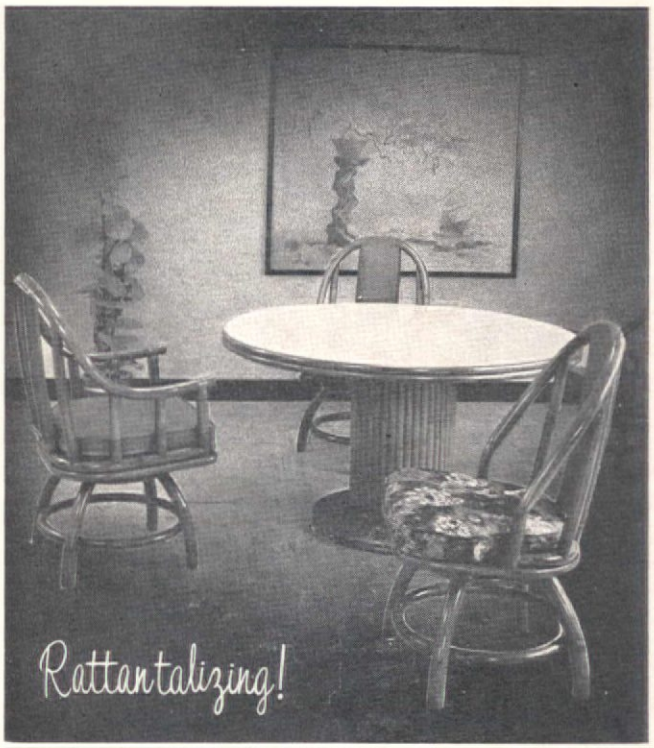


No. 240-A

Norquist

PRODUCTS, INC., JAMESTOWN, N. Y. 14701

Circle No. 92 on product information card



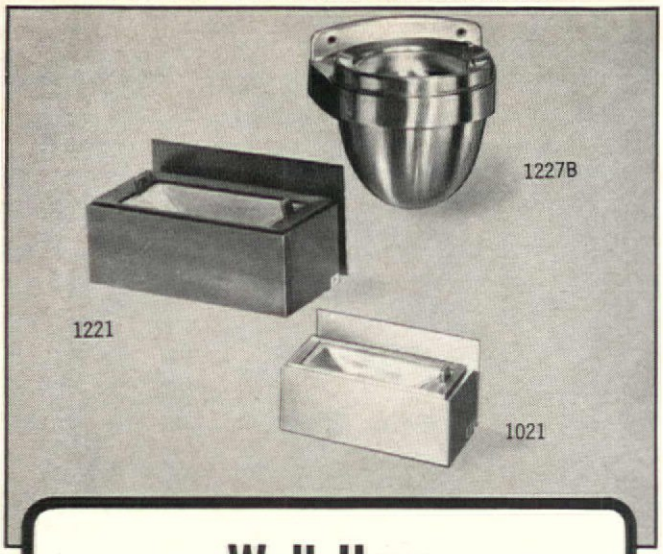
THE IDEAL FURNITURE FOR STYLE, FLAIR AND LOW MAINTENANCE IN SEATING, DINING AND SLEEPING AREAS

CCF CLARK CASUAL CONTRACT FURNITURE
GREENSBURG, KENTUCKY

Contract Sales Representative and showroom:
Cavallon Associates, Inc.
425 East 53rd Street
New York, N. Y.
PLaza 3-3377

Circle No. 93 on product information card

Circle No. 94 on product information card



Wall Urns

The world's finest buildings are equipped with DUK-IT maintenance saving wall urns. All popular metal finishes to blend or contrast with the building interior. **Ask to see the new 1121, extruded aluminum design.**

Write for complete catalog.

DUK-IT McDONALD PRODUCTS CORPORATION
274 Duk-It Building • Buffalo, New York 14210



No. 21DT Director's Table—No. 97 Barrel Chairs

SCERBO BOARDROOM FURNITURE

Just one of several director's tables in the distinguished Scerbo DT Series featuring functional beauty and design individuality for the conference room. Crafted in the finest woods, in a variety of shapes and sizes.

Catalog upon request

Frank Scerbo & Sons, Inc. 140 PLYMOUTH ST., BROOKLYN, N. Y.
MAKERS OF FINE MODERN AND TRADITIONAL OFFICE FURNITURE

Circle No. 95 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

DISTRIBUTORSHIPS AND LINES WANTED IN CANADA: Presently calling on interior decorators, designers and architects in Eastern Canada with offices in Montreal. We are seeking such lines as fabrics, wallpapers, room divider screens and allied lines. Write: Box A-357, CONTRACT, 7 E. 43 St., NYC 10017.

INTERIOR DESIGNER: I am looking for a responsible, challenging position which requires a truly professional, highly creative, competent, and personable individual with good source knowledge, merchandising, drawing, writing, and sales ability. Prof. member NSID; 15 yrs. exp. Prefer Phila. area. Write: Box A-358, CONTRACT, 7 E. 43 St., NYC 10017.

POSITION WANTED: Sales executive currently employed as VP-Sales/Marketing of prestige office furniture manufacturer seeks new situation. Excellent contacts, strong background with architects and designers, and thorough knowledge of national contract furnishings industry. Write: Box 359, CONTRACT, 7 E. 43 St., NYC 10017.

MANUFACTURERS' REPRESENTATIVES WANTED: The leading manufacturer of fiberglass planters, benches and pottery is looking for qualified salesmen calling on A.I.A., A.I.D. and some landscape architects. All territories are open at this time. Write: Box A-360, CONTRACT, 7 E. 43 St., NYC 10017.

SALES REPS WANTED: Modern quality contract fabrics. Increasing representation. Must have following among office furniture dealers & leading specifiers. Following territories open: (1) Texas, Louisiana, Arkansas & Oklahoma. (2) N&S Carolina, Tennessee, Mississippi, Alabama, Georgia, Florida. (3) Illinois, Wisconsin, Minnesota, N&S Dakota, Nebraska, Iowa, Kansas, Missouri. Contact Anton Maix Fabrics 330 E. 59th Street, NYC.

CONTRACT REPRESENTATIVES WANTED FOR YORKRAFT: Largest manufacturers of wall decorations and accessories inspired by American past. Territories open in all areas except New York City. Write: Yorkraft, 550 South Pine Street, York, Pennsylvania 17405.

Contract salesmen calling on specifiers, office and contract dealers wanted by large contract upholstery company manufacturing in Los Angeles area. Midwest, Texas, Northwest and upper California territories open. Reply stating territory and lines now carrying. Write: Box A-361, CONTRACT, 7 E. 43 St., NYC 10017.

REPRESENTATIVE WANTED: Established manufacturer of quality-made office accessories and contract merchandise is seeking representatives for the following areas: a) Pennsylvania, Maryland, Delaware, southern New Jersey, Virginia, District of Columbia; b) Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Nebraska. Call on architects, designers, specifiers, office furniture firms. Send resumé stating experience, lines carried, and type of accounts called on. Write: Box A-362, CONTRACT, 7 E. 43 St., NYC 10017.

Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our 15 successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-363, CONTRACT, 7 E. 43 St., NYC 10017.

SALES MANAGER WANTED: Rapidly growing manufacturer of wood furniture requires sales manager to direct marketing program. Full responsibility for dealer sales, sales representatives and advertising. Must be experienced in contract or office marketing. Top starting salary. Write: Box A-364, CONTRACT, 7 E. 43 St., NYC 10017.

BUSINESS AVAILABLE: Drapery & upholstery firm-importer, jobber, convertor. Sales $350,000 annually. NYC showroom, offices and warehouse, national sales reps and distribution. One principal. Would like to become division of larger corporation or outright sale. Write Box A-365, CONTRACT, 7 E. 43 St., NYC 10017.

ADDITIONAL LINES WANTED: Fabric showroom, D & D Bldg., New York City, catering to contract field, interior designers and office furniture firms, seeks additional lines not represented in NYC. Write: Box A-366, CONTRACT, 7 E. 43 St., NYC 10017.

SALES REPRESENTATIVE WANTED: For contemporary drapery and upholstery fabrics. Must call on interior designers, architects, furniture manufacturers. Show room not essential. Write: Box A-367, CONTRACT, 7 E. 43 St., NYC 10017.

ATTENTION: REPS—REGISTER WITH US!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43rd St., New York, N.Y. 10017.

May we make YOUR mark?



Small or massive, contemporary or traditional, interior or exterior...your designs faithfully reproduced in all metals and plastics.
Ask for specific quotations and *Designer Catalog* of Door Numbers, Letters, Nameplates and Corporate Emblems, Bronze and Aluminum Plaques.

USB UNITED STATES BRONZE Sign Co., Inc.
Dept. C, 101 W. 31st St., New York, N. Y. 10001
Serving America's leading Decorators for 40 years

Circle No. 96 on product information card

Circle No. 97 on product information card



MANUFACTURERS OF CONTRACT FURNITURE, SHEBOYGAN, WISCONSIN
PERMANENT DISPLAYS: Atlanta · Chicago · Dallas · Miami · New York · San Francisco · Sheboygan

Circle No. 98 on product information card



SPACE SAVER
WALNUT
BASKET
for Executive Offices

Hand rubbed oil walnut finish.
Water, alcohol and stain resistant.
Needs no liner.
8" wide x 16" long x 12" high.
Free brochure on request.

LOUMAC SUPPLY CORP.
MANUFACTURERS AND DISTRIBUTORS
327 E. 103rd St. (Dept. C) N. Y., N. Y. 10029 Ph: (212) 289-5374



World's Largest Exporter of BENTWOOD CHAIRS

Sold only thru authorized Importers.
Write for list to:
EMJAY IMPORTS, INC.
270 MADISON AVE., NEW YORK, N.Y. 10016

Circle No. 101 on product information card

ADVERTISERS' DIRECTORY

	Page
Alma Desk Co.	121, 123, 125, 127, 129
American Chair Co.	131
American Cyanamid Co.	49
American St. Gobain Corp.	97
Art Foundry	5
Astra Bent Wood Furniture Co.	31
Barrier Corp.	112
Berkshire-Hathaway, Inc.	50, 51
Bigelow-Sanford, Inc.	4
Birge Designs, Inc.	116
Julius Blum & Co., Inc.	55
Boussac of France	16
B. Brody Seating Co.	40
CAH Industries, Inc.	121
Carroll Chair Co.	127
Cavallon Associates, Inc.	129
Charlotte Chair Co.	113
Chicago Hardware Foundry Co.	119
Chromodern Chair Co.	128
Clarin Mfg. Co.	42
Clark Casual Furniture Co.	129
Columbus Mills	117
Commercial Carpet Corp.	101
Contract '67	59
Coronet Industries	53
Cramer Industries	118
Displaycraft	124
Downs Carpet Co.	60
Drexel Enterprises, Inc.	1
E. I. duPont de Nemours & Co., Inc.	7
Emjay, Inc.	131
Etcetera Design	129
Faultless Caster Corp.	52
Fixtures Mfg. Co.	24
Flex-O-Lators, Inc.	8

	Page
Gasser Chair Co.	102
General Tire & Rubber Co.	38, 39
Otto Gerdau Co.	128
B. F. Goodrich Co.	6
Gulistan Carpet Div., J. P. Stevens Corp.	105
Hardwick & Magee Co.	107
Hardwood House	62
E. F. Hauserman Co.	95
Hercules, Inc.	98
Howe Folding Furniture, Inc.	122
Howell Modern Metal Furniture	120
Hupp Corp., Air Wall Div.	26
I. V. Chair Corp.	100
Jute Carpet Backing Council, Inc.	9
Kentile Floors	2nd Cover
Kirsch Co., Inc.	28
H. W. Knight & Son, Inc.	122
Knoll Associates	19
Kravet Fabrics	27
Krueger Metal Products Co.	117
La France Industries	54
Laminated Veneers Co.	123
Louisville Textiles, Inc.	58
Loumac Supply Corp.	131
Madison Furniture Industries	104
Maharam Fabric Corp.	113
Marlite Div. of Masonite Corp.	115
Marshall McMurray Drapery Hardware	94
Masland Duraleather Co.	10-11
McCanless Custom Fabrics	125
McDonald Products	130
Merchandise Mart	17
Metropolitan Furniture Mfg.	91
Metwood-Hanover Corp.	126

	Page
Molla, Inc.	109
Monarch Furniture Co.	99
Naco	41
National Hotel Exposition	121
National Theatre Supply	114
Norquist Products, Inc.	129
No-Sag Spring Co.	108
Owens Corning Fiberglas Corp.	56
Painter Carpet Mills	57
Philadelphia Carpet Co.	25
Jens Risom	93
Robert John Inc.	106
Royalmetal Corp.	44-47
Scalamandre Silks	37
Frank Scerbo & Sons, Inc.	130
Scroll, Inc.	29
Shelby Williams Industries, Inc.	14
Simmons Co.	12
Standard Electric Time Co.	96
Steelcase, Inc.	13
Synthetics Finishing Corp.	4th Cover
Thayer Coggin Institutional, Inc.	126
Richard E. Thibaut, Inc.	20
Thonet Industries, Inc.	111
Trend Contract	15
Trimble House	119
Tri-Par Mfg. Co.	124
Tropitone Furniture Co.	2
Troy Sunshade Co.	125
U. S. Bronze Sign Co.	131
U. S. Rubber Co.	61, 103, 3rd Cover
Vectra Co.	21, 22
Vertipile Industries Corp.	43
Warner Co.	48
Wool Carpets of America, Inc.	33-36

Circle No. 99 on product information card